

PRINTERS'



INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
166 Madison Avenue, New York City

VOL. CXL, No. 10

NEW YORK, SEPTEMBER 8, 1927

10c A COPY

Marie Earle

B. A. I. S. 1924 with
N. W. Ayer & Son

THIS is the signature of a very real and very charming person, who has become a confidant of smart women, the country over, who have never met her, except in advertising! . . .

Marie Earle is the skin specialist who has won prestige by daring to say "Do not wash your face!" Her salon on Fifth Avenue at Fifty-second Street is the smartest in New York. Her preparations are widely available; her treatments given in many cities. (And her business has grown amazingly.)

Marie Earle has always been news. Advertising Headquarters has established the Marie Earle idea. Now, keeping ahead of the fashions, even as the smart woman does herself, the style of this year's campaign has the feeling of the new mode. The fundamental simplicity is the same, but the smart accessories are correctly new. Like Marie Earle herself, they set the fashion.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





Reader Loyalty

The real test of the value of an advertising medium is reader loyalty. Standard Farm Papers meet this test better than any other type of publication because they are thoroughly read.

They have collectively an editorial staff of 166 members who are recognized authorities in their fields. Many of them have international reputations.

We have about 7½ editors for each hundred thousand circulation, or one editor for every 15,000 readers. This means *intensive editorial service*.

The Standard Farm Papers are not edited from city skyscrapers. All of the 166 editors spend much of their time out among farmers.

The Standard Farm Papers have 75 men, who spend most of their time making field contacts—getting the practical viewpoint of the farmer. One Standard Farm Paper made 278 field contacts last year. Another made 450 calls. All the papers keep in close touch with their readers by personal calls.

Our editors play a big part in organizing clubs, associations and other groups among farmers. They are constantly in demand as speakers before farm meetings.

The Standard Farm Papers receive every year over 500,000 letters from their readers, asking for advice on every phase of farming and home life. These letters are all answered authoritatively.

And finally The Standard Farm Papers are edited in the section in which they circulate. The editors have first-hand knowledge of the needs and the problems of the specific group which they are addressing.

Farm papers edited from distant cities cannot get the "feel" of the local requirements of the farmer.

With these Standard Farm Papers you get focused local prestige and selling power where it counts most

The Progressive Farmer
The Prairie Farmer
The Wisconsin Agriculturist
The American Agriculturist

Hoard's Dairyman
The Breeder's Gazette
The Farmer, St. Paul
Wallaces' Farmer

The Nebraska Farmer

THE STANDARD FARM PAPERS

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.

New York

Willard E. Downing, Eastern Mgr.
260 Park Ave.

San Francisco, Kohl Bldg.

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXL

NEW YORK, SEPTEMBER 8, 1927

No. 10

Is Industrial Buying Engineeringly Controlled?

How Technical Products Are Bought Outside the Big Industrial Tent

By S. T. Scofield

Advertising Manager, Fairbanks, Morse & Co.

I RECENTLY received a prospectus from a research organization which is written around the slogan, "Industry is now engineeringly controlled." This slogan was plumped down before me just at a time when I was giving a great deal of thought, from an advertising standpoint, as to just how far that supposition is true.

Obviously, if it is 90 per cent true, then the problem of industrial advertising is considerably simplified. We have a known quantity to deal with in the design of our copy. We may at once address a deliberative audience, of known mental characteristics and employing more or less established methods of arriving at conclusions. We can take this audience into our confidence, so to speak, with regard to those technical developments in our manufacturing processes from which the mechanical excellence of our products readily may be deduced. We can discuss briefly and concisely, with these readers, the basic design principles back of our products, safe in the knowledge that our statements will be accepted at face value—that they will not be subject to misconstruction, either from want of mental latitude on the part of the reader or from factitious interpretations offered by too clever competitive salesmen. In short, when we sit down to prepare an advertisement on machinery for an industrial paper, on this premise we may safely feel that we are among

friends and engineering colleagues, insofar as our readers are concerned.

Among those not "industrially conscious," as we say in the best publishing circles, and indeed, among those of us who generalize easily on such subjects, it probably is the easiest and most natural thing, when considering an electric motor, a stationary or marine engine, or a pumping unit, to conclude, broadly speaking, that such things are bought by engineers. Yet, the broad manner of speech regarding markets has led many an advertising expert astray heretofore and still lies in wait for later arrivals.

All we need do to gather visual evidence that industry's buying, at least, cannot yet be entirely "engineeringly controlled," is to make a study of the editorial character of the dominant industrial papers in many very important fields of machinery sales and to consider the nature of the advertising appeal being used in these papers. Either the editors and the advertisers haven't realized the stealthy up-creep of engineering erudition in their fields, or else there is still a dominant element in their clientele that must be led by the hand through very simple engineering situations.

It is my impression that the European countries are specification buyers to a much larger extent than we are, in all fields—even in the field of commodity buy-

ing, in which bulk rather than packaged goods prevail. Looking at the subject conversely, I should suspect that a people so inveterately committed to brand buying in the commodity field as we are might have a little natural inertia to overcome in developing into meticulous specification buyers in the field of engineering equipment.

I do not assert that American industry, considered as a great national institution, is not dominated and guided by the highest type of engineering knowledge and skill. I, of course, defer in all respect to what American engineering has done, and is doing, in its leadership, particularly in those fields we commonly think of when we use the term "industrial"—the field of highly organized, large-volume manufacture and transportation of processed or assembled products.

Yet, I believe that practical sales and advertising men in the machinery field will do well to recognize the important number of enterprises outside of the big industrial circle, that purchase and utilize highly technical machinery in which the machinery is bought by non-technical men, to be operated by men of little or no technical training or experience. I believe a little study of these "marginal" enterprises may serve to modify the conceptions of some of us as to how machinery, often, really is bought inside the big industrial tent. But that can come later. Let's, first, make a brief observation of buying practices in the small tents.

It is profitable to appreciate these small tents and to consider them in connection with our industrial advertising work, for two important reasons. First, because it is a tribute to the simplicity of design and the high production quality of American machinery, that it can be placed in remote and unfamiliar hands and relied upon to deliver first-grade service. I think this should be the backbone of our confidence, in presenting our advertising story. Second, because, realizing the importance of the small tents, we realize that we still must keep our advertis-

ing presentation essentially simple, homely and, as a general rule, carefully centered upon the work to be done, rather than upon the machinery itself. Perhaps we shall find that the necessity of following this precept has its compensations after all, and that advertising so constructed will be no real handicap in selling big industry.

So let's look into some of the small tents. Perhaps with the marginal market picture before us, we may find it interesting to return to the big industrial market later. Perhaps we may not feel that there is such a striking difference between them. Let's remember, also, that these marginal markets, after all, in the aggregate, contribute importantly to the total sales of technical products.

There is, for example, one rice-growing district, alone, in the United States, comprised of about 180,000 acres and producing an annual crop yielding the growers about \$8,000,000, that purchases internal-combustion engines, electric motors and large pumping equipment to the extent of about \$750,000 each year. These growers are, in the main, small farmers, many of them with the most rudimentary knowledge of machinery. Yet, each one of them must purchase, maintain and operate one or more power and pumping plants, each plant representing an investment of from \$8,000 to \$10,000. Each average farm must receive, from power-driven pumps, over a million and a half gallons of water every twenty-four hours, throughout a season of 100 days.

THE MODERN PUMP HOUSE

Visit these farms outside of the growing season and you meet a typical small farmer with the usual farm interests and viewpoint. Ask to see his pumping plant and he will lead you to a shed, usually among his other farm buildings, unlock a padlock, perhaps disturbing a noisy hen or two as the door opens, and suddenly confront you with a modern Diesel engine of from eighty to 200 horsepower, connected to a large-capacity turbine pump, the entire unit in first-class operating condition.

THE VOICE OF VILLAGE AMERICA



A

“Made to Measure” Market for Ready Made Clothing

IN the matter of clothing, Christian Herald readers have indicated their preference for the advertised makes. An investigation proved that one manufacturer, a consistent national advertiser, sold over 30% of Christian Herald readers; 81 other makes of clothing were mentioned.

The same survey produced the fact that 80% of the men folks in our families read Christian Herald. Here you have the answer to the question “Will it pay me to advertise clothing for men in Christian Herald”.

Christian Herald

Bible House, New York
Graham Patterson, *Publisher*
Paul Maynard, *Advertising Manager*

Do they buy this highly technical and costly equipment intelligently? Well, ten years ago practically every rice farmer drove his pumps with steam engines. As is well known, the individual reciprocating steam engine, in these relatively smaller sizes, is at a great efficiency disadvantage over more modern driving units such as the Diesel engine, or the electric motor. About ten years ago this more modern equipment began to demonstrate its greater operative economy, though requiring a considerably greater initial investment. Today, the steam engine is found here merely as an occasional relic and the steam engine manufacturers long since have abandoned their sales branches in this district.

We have, here, a non-engineering group that has made a universal shift in a few years, from one class of highly technical equipment to another class of equipment that has an even more abstruse basic principle; a group that has made this shift practically without engineering advice, except from the seller.

These farmers, now, comprise a market, of varying degrees of importance, for such industrial products as fuel oil, lubricating oil, belting, transmission machinery, pipe and pipe fittings, cement and tile, engines and motors for main and auxiliary pumping, pumps of several sizes and designs, light hoisting equipment and other products usually associated with specifications of a technical character.

It is interesting to consider in this same category of non-engineering buyers of technical products, the cotton ginner.

There are about 22,000 cotton gins in our Southern States, each one requiring power-driving machinery ranging, roughly, from forty-five to 200 horsepower.

What sort of an engineer is the cotton ginner? We find him in two main types, the plantation ginner and the custom ginner. The plantation ginner is usually the dominant figure of a small center. He usually owns the surrounding land and has it farmed on 50 per cent shares by negro tenants. He also owns a store, through which

his tenants are deeply indebted to him. He gins the crop, credits the tenant with 50 per cent, less ginning costs, store accounts, etc., and sells the ginned cotton.

The custom ginner begins by merely ginning cotton brought to him, sometimes buying the cotton or the seed, or both. As fast as the custom ginner gets established and can get control of surrounding land, he does so. Neither type of ginner necessarily is a farmer or primarily interested in farming methods; nor is he an industrial man. He is more of a mercantile type and primarily is interested in the marketing of cotton.

Yet, within the last ten years, we have seen and still are seeing, a consistent shift from steam as a driving power to the Diesel engine and the electric motor. We have seen, and are seeing, this great group, for the most part non-engineeringly controlled, keeping step with modern advance in this most technical equipment, and we find within this group today another great market for products that are usually classed as industrial. We find, in normal years, in this great group, operating probably well over a million horsepower in power machinery, an annual modernizing change-over of such machinery, probably approximating or exceeding the six-figure mark in horsepower.

FISHERMEN AND MARINERS

Another glance about brings us to the fishing industry. There are roughly about 15,000 fishing craft of all types operating off the Atlantic Coast, and a comparable number off the Pacific Coast. Approximately half of these are using marine engines ranging in horsepower, roughly, from twenty-five to 100. Some of these fishermen go out in their craft on cruises extending over several weeks and covering hundreds of miles, plying between the fishing banks and the home-market ports. The success of these cruises, even the personal safety of the fishermen, depends to a large extent upon their engines.

They are, of course, primarily fishermen and mariners. Their
(Continued on page 200)



You've got to sell them

The orator on the left is Joe Farnum, salesman extraordinary. In the center we have Ted Stevenson (from the look on his map, a hard nut to crack). The bird with the book and the pleased-with-the-world look is Cy Walker. In conversation with them you'd probably say "You boys——" But wait! Last summer Joe made \$300 in commissions selling oil burners for his dad. Ted was inspector in a fruit packing shed. Cy was counselor at a camp for boys.

These fellows are man-sized in everything. Those golf hose would fit you. Ted's suit will fit his father. Cy takes a number ten shoe. They're typical of 500,000 regular readers of **THE AMERICAN BOY**. 80% of this half-million are of high school age—weight 115 pounds, height 5 feet 4 inches in their socks—men in everything but years.

Here is an army whose buying impulse is on the go all the time. They usually know what they want and go after it. They pan or praise a product with enthusiasm. Get them on your side—now. Win their confidence by advertising to them in their favorite publication—**THE AMERICAN BOY**. Copy received by October 10th will be in time to appear in December.


The **American Boy**
Detroit Michigan

J. WALTER THOMPSON COMPANY

You've got to sell them

Through five strategically located offices in the United States, and through six foreign offices which cover Europe with equal thoroughness, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

The American Boy
Michigan
Detroit



NEW YORK

GRAYBAR BUILDING
420 LEXINGTON AVENUE

CHICAGO

WRIGLEY BUILDING
410 NORTH MICHIGAN AVENUE

BOSTON

80 BOYLSTON STREET

CINCINNATI

FIRST NATIONAL BANK BUILDING

SAN FRANCISCO

KOHL BUILDING

LONDON

BUSH HOUSE
ALDWYCH, W. C. 2

MADRID, SPAIN

PI Y MARGALL 9

COPENHAGEN, DENMARK

AXELBORG

BERLIN, GERMANY

SCHENKER HAUS
UNTER DEN LINDEN 39

ANTWERP, BELGIUM

107, PLACE DE MEIR

ALEXANDRIA, EGYPT

12, RUE CHERIF PACHA

Slowing Down Sales to Increase Sales Volume

Campaign on New Waterman Fountain Pen Aims at Slower and Larger Sales and Better Satisfied Customers and Dealers

A MECHANICAL device should not be sold too quickly. If the customer is allowed to make a selection before he takes sufficient time to test the article thoroughly, he is apt to walk out of the dealer's store with something he will later find to be unsatisfactory.

With the thought of rapid turnover in mind, dealers are apt to try to speed up the individual sale. Where the article has to be adjusted to the user's needs, or where the device is one which comes in a variety of sizes or styles, the customer's good-will can best be won by holding the transaction in "low" even when the customer himself tries to make it snappy. Not only will this apply to fountain pens but pretty generally throughout the list of personal and household articles and appliances.

One of the greatest sources of fountain pen dissatisfaction, both on the part of the pen user and the merchant, is occasioned by the fact that the average retail salesperson does not take time enough, when selling a pen, to make sure the pen he allows the customer to select is fitted to his taste or style of writing. Usually the dealer shows the customer only two styles. The customer makes too quick a decision, choosing the pen which is least objectionable. Sometime later he returns and the sale has to be made all over again.

To meet this situation the L. E. Waterman Company has recently brought out a new fountain pen to be known as "Waterman's Number Seven." With this pen, the dealer offers the customer a choice of six pen points, which are called, Standard, Rigid, Stiff, Flexible, Blunt and Rounded. Waterman dealers are being asked to show all six pen points to every customer whether he wants to try all six or not. This feature is being energetically merchandised to the dealer

by Waterman salesmen on their calls and in the company's direct-mail matter to the dealer. "Show all six styles to the customer," the dealer is told. "Explain the features of each and let him try all six points before reaching a decision. Then fewer pens will be returned because they are later found to be unsatisfactory."

Another advantage of this merchandising idea is that customers sometimes buy two pens when at first they may have intended to buy but one. An accountant, for example, would buy a pen with a Stiff point for clerical work and a pen with a Standard point for correspondence. A stenographer might buy a pen with a Flexible point for dictation and a Blunt point for general use.

IDENTIFIED BY COLOR

A color scheme is used to identify the various styles of pen points. Set into the cap or holder of the pen is a narrow circular band of colored material. The colors used are red for Standard, green for Rigid, purple for Stiff, pink for Flexible, blue for Blunt and yellow for Rounded. In addition the name of the color is engraved or stamped directly on the pen point in large letters.

This latter idea affords a convenient method of re-ordering a particular style of pen for a friend, or replacing one that has been stolen or lost. It also happens occasionally that one person will borrow another's pen—to make a memorandum, jot down a telephone number, or write a check. The borrower finds the pen point to his style of handwriting. Expressing the desire to procure one like it, the owner of the pen will now be able to tell him how that may be done—by the color band on the cap and the name of the color printed on the gold point.

A color chart has been worked



*During
the 1927
Hatching Season
from January 1st
to June 1st*

The Des Moines Register and Tribune

Carried More

*Baby Chick Display Advertising
Than Any Iowa Farm Paper*

THE RECORD

Des Moines
Register and Tribune
58,170 Lines

Iowa Homestead
53,760 Lines

Wallaces' Farmer
18,970 Lines

*If you sell to poultry raisers and farmers--try out a schedule on the farm pages
of The Des Moines Register and Tribune*

out and is being featured prominently in advertisements announcing the new pen. This chart not only describes the qualities of each pen point but suggests the use or individual to whom it is most likely to appeal, as, for example, "Green. Rigid—tempered to armor-plate hardness. Will not shade even under heavy pressure. Unequaled for manifolding. The salesman's friend."

An advertising campaign to introduce the new idea is appearing in consumer periodicals of national circulation during the months of September, October, November and December. Full pages in color are to be used in seventeen publications, including popular weeklies, monthlies and women's magazines. The first advertisement appeared on August 15.

The color chart is the most interesting feature of the magazine advertising. "Pick Your Pen Point By Color," reads the caption in the first advertisement and directly beneath it are six small colored squares, arranged in a column, with the explanation opposite each, printed in small type. Illustrations of six large pens dominate the page by taking up nearly three-quarters of the space. These pen illustrations are in color, showing the gold parts, the ripple bodies and the colored bands around the ends of the caps, the latter being close enough to the chart to show the relation between pens and chart quite clearly. Notice how briefly yet effectively the story is told in the copy:

We have solved the problem of pen point selection. The color of the band on the holder tells the whole story. You can now select with confidence exactly the pen point best writing requires.

A fine, broad, stub, flexible or stiff point may be selected at a glance. You can't go wrong.

The merchant who sells Waterman's will be glad to demonstrate. He and we want you to be perfectly pleased.

Ask to see Waterman's Number Seven. Try all six pen points. Select the one that suits you best.

When you buy a Waterman's you buy perpetual pen service.

It will pay you to spend a few minutes in selecting exactly the pen you should have.

Two means were employed to acquaint the dealers with the cam-

paign before the consumer advertisements began to appear, a dealer broadside and the summer issue of the company dealer magazine, "The Pen Prophet." Liberal space in the latter showed color reproductions of the first two magazine advertisements, the new counter display tray containing a full set of six pens, with the color key embodied in the tray, and a description of the campaign. The dealer broadside enlarged upon these various features and contained in addition color reproductions of the window display material. With reference to the latter, the broadside said in part:

Twenty thousand merchants from Maine to California will put these cards in their windows. We have limited the issue to 20,000 sets.

We are mailing this broadside to 50,000 merchants. Sets will be sent only to those who write and say they will use them.

Will you put this commanding display in your window and thus tie up with the attention-compelling power of the magazine publicity?

If you will write us at once your set will reach you in time to insure greater benefit from the first ads that appear.

Several thousand merchants have already ordered Waterman's No. 7. If you haven't you should at once...

Use enclosed order blank when ordering No. 7 pens and advertising.

The window display material is furnished free. The special display tray is sent free on all initial orders for the new pen. The tray saves the dealer the bother of looking through his stock to find a particular style of pen point. When a pen is sold from the tray, it is replaced immediately from reserve stock.

Thus the company believes the new pen will help to solve two conditions in the fountain pen merchandising situation. First, the advertising campaign will seek to help the fountain pen user select in advance of his purchase the kind of pen most likely to give him satisfaction. Second, it will help the dealer to become a more intelligent merchandiser of fountain pens, and thereby do away with the large number of complaints merchants are always receiving from customers who have been allowed to buy pens with points that are not suited to their writing needs.

MILWAUKEE—First City in Diversity of Industry!

Educational Lineage Doubled in One Year!

PAID lineage used by national educational advertisers in The Milwaukee Journal increased 108% during the first seven months of 1927 over the corresponding period in 1926.

Of the twenty-one advertisers in this classification, fourteen used The Milwaukee Journal *exclusively* to build maximum sales at one low cost in the rich and stable Milwaukee-Wisconsin market. The volume of educational lineage in The Journal was almost three times that of the other two Milwaukee papers combined!

Mark this area "*Outstandingly Responsive*" on *your* map of sales territories! Only The Journal—the buying guide of more than four out of every five Greater Milwaukee families—is necessary here!

THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN—First State in Value of Dairy Products!

Circulation in Chicago Daily News Educational

September's here, bringing oysters, radio, the early frost, grid practice and



College Days

Thousands of young members of The Daily News family are leaving this month for college, boarding and prep schools and the first great adventure of youth.

In this, as in many other activities of the Chicago home, The Daily News is glad to serve as an adviser and a friend. Its educational advertising pages offer each week-day the most comprehensive index to educational opportunities published by any Chicago newspaper. Its Personal Service Bureau furnishes literature and advice on educational subjects. In addition it issues "What School and Why," a yearly guide to the leading schools and colleges of the United States.

The Daily News performs these services because it believes in the value of college training—because it is eager to maintain as a predominant factor in its circulation the alert, progressive young men and women that higher education develops.

THE CHICAGO

**Advertising
Representatives :**

NEW YORK
J. B. Woodward
110 E. 43d St.

CHICAGO
Woodward &
300 N. Michigan

MEMBER OF THE PUBLISHERS' ASSOCIATION

Average Daily Net Paid Circulation of The Daily News for

g Better Homes Gives The andvertising Leadership

THE FAMILY that believes in higher education, that can afford to send the boy to college, the sub-deb to boarding school, is representative of that solid, financially responsible citizenry to which the most effective advertising is directed.

This class is predominant in the more than **400,000** Chicago families reached by the circulation of The Daily News. Educational advertisers, accordingly, choose The Chicago Daily News above every other Chicago week-day newspaper. During the first six months of **1927** The Daily News carried **24,143** agate lines of educational advertising **2,775** lines more than the highest week-day morning newspaper **18,266** lines more than the next evening newspaper.

Leadership in educational advertising is indicative of "character," that important factor of circulation which, linked with concentration, produces the effectiveness in advertising for which The Daily News is notable.

ADAILY NEWS

CHICAGO
ward & Kelly
Michie
F TRUP OF AMERICAN CITIES

DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

The ws for Six Months Ending June 30, 1927—441,414



Government Estimate Boosts Oklahoma Corn Crop.

Oklahoma's 1927 corn crop is estimated at 60,344,000 bushels in the August government report. Oklahoma corn sold for sixty to sixty-five cents a bushel in 1926. It is today selling between eighty-five and ninety cents a bushel.

The 1927 cotton crop in Oklahoma was estimated at 4,168,000 acres in the August government report and estimates placed the yield at 1,418,000 bales. Oklahoma's 1926 cotton crop sold at approximately eleven cents a pound. At the present market price cotton is valued at more than nineteen cents a pound. In addition to crops Oklahoma has big increases in hogs, dairy cattle, and poultry.

Oklahoma farmers have money to spend. They will buy products you advertise to them in the Oklahoma Farmer-Stockman, Oklahoma's only farm paper. It is read by 178,428 farm families each issue.

CARL WILLIAMS
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City, Oklahoma

RALPH MILLER
Adv. Mgr.

Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

How "Betty Bright" Attained National Distribution

We Tested Our Product for a Year, Let It Sell Itself for Another Year and Then We Advertised

By C. S. Parker

Vice-President in Charge of Sales, Parker-Regan Corporation

WE could have opened our market in three months, but we chose to take a year.

We felt that it was wise not to assume the tremendous expenditure of capital required to give our new self-wringing mops a quick introduction to housewives of the country and so, instead of burdening ourselves with sales and advertising expense at the start of our business life, we let our product make its own way for a year.

By this method, not only did we avoid taking on heavy initial financial burdens but we also found out just what was the natural repeat business so that, when we were ready to advertise, we could check up on the results of our advertising.

Our plan worked out successfully, for in a year we learned just what our product could do by itself, with no advertising help from us. A second year, in which we used newspaper advertising to back sales effort, then gave us an opportunity to check up on what such advertising could do to increase natural sales. The result is that we have opened a second factory—to handle sales in Eastern territories—and now we are

about to start a consumer magazine advertising campaign with every assurance that it will increase sales still further.

Best of all perhaps, this method of slow introduction has permitted us to pay for each new step out of profits instead of out of invested capital.

Early in 1924 one of the merchandise managers of Marshall Field & Company said to one of our associates, that if someone could design a practical, sturdy self-wringing mop it would find a big market among women. At the time this statement was made, Mr. Regan and myself were manufacturing light wood products in California and were looking for a new article to put into production. A self-wringing mop appealed to us as a likely article to develop.

We decided, however, to take advantage of the experiences of such mops as had gone before us, but instead of going to their makers to learn what had happened, we de-

termined to go to housewives to find out at first hand what was what. Three of us—Mr. Regan, another investigator and myself—went from farm to farm in California and from door to door in



Keep them clean—dry—safe with this mop that wrings itself

Just one is enough to rub the effect of a whole small army—most mops of wringing a mopping dirty mop itself damp and water and wringing away make your hands clean again but it cannot restore their dry soft texture, remove the gray rings from your nails. So these men with this hand-wringing mop.

When you get a Betty Bright, a mop that you wring merely by turning the handle grip. No clamping over; no straining, twisting; and your hands never touch the mop water.

No other mop like this With the Betty Bright you can get to the "hard-to-reach" corners, under the stove, radiator, table, and clean along the baseboard without a splash, or a streak to wipe off afterwards! And you do a better and a faster job. You can use better water than your hands ever touch it. The cloth, of special soft cotton, absorbs

absorbs more water than most cloth mops for sale.

Light as a feather, yet sturdy built, without springs or gears, all metal parts are ground. This mop will last unusually long. And you can easily replace the cloth with another Betty Bright cloth or one you make yourself. Also you can get a cloth that wraps your Betty Bright into a dry, neat package.

Don't mop again without it Get, today, this wonderful new mop that wrings itself—that keeps your hands clean and dry and safe. The Betty Bright Mop complete with cloth costs only \$1. At leading department, grocery and hardware stores in many cities.

If it isn't on sale where you live, the coupon below will help you quickly bring you one for good price. Clip it now as a reminder and if you do need it tell us at what time you called for a Betty Bright.

BETTY BRIGHT MOP
SELF-WRINGING

Write now to: Parker-Regan Corp., Dept. 486, 121 Broadway, New York City; 11 St., Jackson Blvd., Chicago; 131 Market St., San Francisco.

Send me a Betty Bright Self-Wringing Mop, complete. I enclose \$1 (no purchase necessary or desired).
Name _____
City _____
What size handle? (14 inches and under) _____

A TRULY FEMININE APPEAL:
PROPER CARE OF THE HANDS

several California cities, asking women if they ever had purchased a self-wringing mop, how long they had used it, whether they had repurchased, and what had become of the original article.

Off and on, we spent about six months on this personal investigation, interviewing between 300 and 400 women. We learned that usually they had not repurchased self-wringing mops, and we also found out what things housewives really would like to have put into the ideal mop.

From the ideas that these women outlined to us, we began to design a mop aimed to suit them. Experiments passed through many stages and in the course of testing we put at least twenty different trial pieces into their hands. At the end of a year and a little more, we were ready to market our new product. We soon found that the thorough investigation and experimentation that had gone into the mop were well worth while, for the Betty Bright mop that is sold today has remained unchanged except in one or two minor details since the first mop was introduced.

In the spring of 1925 we set out to find our market, having decided that we would go slowly and let the mop show for itself what we could expect in the way of sales. We determined that before advertising must come proof that the article could make natural sales.

We took the first mops to the Dorchmann Commercial Company, which has housewares departments in fourteen of the largest department stores on the Pacific Coast, and the first store in which this company placed the new Betty Brights was a San Francisco establishment. Demonstrators helped to introduce the mop from the floor, but the only advertising that went behind the product was the regular advertising of the housewares section of that store.

The mops sold, and they were placed in the other thirteen stores one after another, with demonstrators to help them along. They sold well, so well that these stores have handled many thousands of Betty Brights.

On the strength of this beginning, six months later we tried out three carloads in New York City, giving them just such a test as they had gone through in San Francisco. In October, 1925, Macy's began to sell the first Betty Brights on the Atlantic Coast, and here, as on the Pacific Coast, they went well without any advertising other than demonstrators and some store cards to start them off. They continued so well that in the last two years Macy's sold an average of sixty to seventy-five a day!

By this time we were convinced that the mops could create their own repeat business and that we could go ahead and promote them actively with sales crews and with advertising. In September of 1926, we started out to reach all cities of 100,000 and over in the United States.

We sent out crews of salesmen and demonstrators, putting our own missionary men—about six to ten in each crew—to work on retailers in each city for a period of two to four weeks. Some of the cities we tackled without advertising, but in Philadelphia in September we entered on our first advertising campaign to back sales promotion efforts.

THE INITIAL ADVERTISING

This initial advertising consisted of a campaign in one newspaper. It was 5,000 lines in all and ran once a week for sixteen weeks. Similar advertising was then run in the other cities where our crews were tackling retailers, to turn orders over to jobbers, and the lineage varied according to the number of papers used in each city.

This advertising was purely local in nature, being intended only to create a local demand, and so it did not begin until thirty days after our sales crews had left the city. Thus we were assured that jobbers would have received their shipments from us and would have distributed the mops to the local retailers in ample time to cash in on our Betty Bright consumer advertising in the papers.

It was a slow but sure process of introduction. Within a year we

had gained our objective, which was to have distribution in every city over 100,000 population in the country. And total results in sales were so satisfactory that in April of 1927—in other words, about eight months after our advertising started—we put up an Eastern factory in Warren, Ohio, to take care of Eastern business.

As we branched out in territory and sales grew in volume, we increased our advertising lineage, and now we use anywhere from 5,000 to 15,000 lines. When we first advertised in New York City on February 15 of this year, for example, we opened right up with five newspapers. Our promotional efforts also expanded until now our demonstrators who help introduce the mops number about forty and are stationed in the largest cities in the country.

It is our belief that any nationally merchandised product should be distributed through any and every jobber who wants to take it on—within reasonable limits of course—on the principle of spreading one's eggs over a number of baskets. Therefore, on our first time over the country on the introductory tour we put our missionary effort on convincing as many jobbers as possible, through actual sales to the retailer, that they should take on our product.

Then we backed these retail sales by consumer advertising thirty days later to move the retail stocks and bring about repeats. Now, on going over the ground where we have established jobber connections, our newspaper advertising is run *simultaneously* with our promotional efforts on local dealers and their jobbers, because the distribution channel already is open.

We now have three sales divisions over the country which in turn are divided into smaller territories with a permanent sales representative in each, and from the cities of over 100,000 our distribution is spreading out to larger trading areas and will, we expect, soon seep down into the smaller cities and towns.

We found out, by our plan of letting the mops make their own way from the start, that advertis-

ing could be measured quite accurately. For more than a year we had sold Betty Brights in New York with none of our own advertising to back them. So when, without additional missionary work, we finally advertised in newspaper space and found our sales went up over 300 per cent, we naturally believed advertising was the direct cause. Sales for the first four months of 1927—when we advertised locally—compared with sales for the same months of 1926—when we did not advertise—increased 358 per cent!

This year we came to the point where, we believed, we had sufficient distribution to enable periodical advertising to do two things for us.

First, it could help to maintain distribution already gained in the larger cities and also in the larger trading areas.

Second, it would make it easier for us to sell the smaller districts; it could influence the trade among which our crews were working over the balance of the country.

So in September of this year, our first magazine campaign appears, opening in three women's magazines of large circulation in space that averages about half a page, and carrying an appeal that is not our original appeal—that of a mechanical mop. It is, instead, the thought that the mop permits women to keep their hands in perfect condition instead of soaking them in dirty mop water as they once had to do. For instance:

NO! YOUR HANDS ARE TOO FINE FOR THAT.

All week long you give your hands such thoughtful care to make them smooth and soft and white.

Then comes mopping day and you must repeatedly wring a dirty old mop cloth! Their velvety white texture becomes embarrassingly red, coarse, wrinkled. Your manicure is ruined. How you've hated mopping for just that!

Now, thank goodness, your hands need never again meet mop water. This new mop, the Betty Bright, you wring merely by turning the handle grip. . . .

This advertising is something toward which we built right from the start. But, to hold some cities in which we had introduced the mop early in our business life to Betty Brights until our periodical

advertising should get under way, we continued to repeat our newspaper advertising from time to time. And we still are continuing newspaper advertising wherever our salesmen go to work to build up local distribution.

Advertising in general consumer mediums is now being backed with a test of outdoor advertising, with seventy bulletin boards in Pittsburgh, thirty-five of which are illuminated, and ninety in Los Angeles where forty-five are lighted. In these two cities we are testing this advertising through two months and are giving those two cities full advantage of sales promotional efforts by reworking them with missionary men who will cover the entire retail trade once again for the jobber.

For the dealer, we are backing all of our advertising efforts with helps that enable him to tie in with our campaigns. For counter distribution and envelop inserts we supply free, with his imprint, a leaflet that describes the mop and shows how it works, and every fourth mop that the dealer buys carries on it a display card to catch consumer attention when the mops are placed in a floor group. Too, we supply, on request, newspaper cuts. In our literature that goes to the dealer telling him what helps we have to offer, we suggest, in a very positive way, how he can help himself and us by selling the mop close to the advertised price of a dollar which is included in all our advertising:

The Parker-Regan Corporation advertises the Betty Bright mop at \$1. It recommends that dealers offer the mop at or near that price, which is low for a self-wringing mop of such quality and a price that any housewife will pay.

A few instances are on record wherein dealers admittedly defeated their own ends by offering this mop at a reduction which led housewives to doubt its real worth.

We did not hurry any of our steps in getting national distribution and in going into general advertising. Having first found, direct from the market we sought, what that market wanted in the product we proposed to manufacture, we were able to let our mops

make their own appeal. The resulting steady increase in sales volume as we opened new territories then brought sufficient profits from which we could practically pay for further introductory expenses and finally for advertising when at last we went into it.

It took us something over a year to get distribution, but even a year was not such a long time to take to introduce a new product to its market when you consider what a heavy capital investment burden was avoided by not hurrying the job.

Bridge to Succeed Carroll on Indianapolis "News"

Don Bridge, manager of national advertising and merchandising of the Indianapolis *News*, has been appointed advertising manager to succeed Frank T. Carroll, who resigned to accept a position with the Pittsburgh *Press*.

Earl Shea, manager of local display advertising, has been appointed assistant advertising manager of the *News*. He will continue in active charge of the local display department. William H. Pickett is manager of the classified advertising division. These appointments will become effective about September 20.

Mr. Carroll has been in charge of the advertising activities of the Indianapolis *News* for fourteen years while Mr. Bridge has served in various capacities in the advertising department of the *News* for more than ten years.

Cleveland "News" Appoints Dick Jemison

Dick Jemison has been appointed assistant to the national advertising manager of the Cleveland *News*. He was formerly with the Boulden-Whittaker Company, publishers' representative, as vice-president and the United States Advertising Corporation, Toledo, as space buyer.

John P. Squire & Company Appoint Goulston Agency

John P. Squire & Company, Boston, sausages, hams and bacon, have appointed the Goulston Company, Inc., Boston advertising agency, to direct their advertising account. Newspapers will be used.

Hires Root Beer Account to Lord & Thomas and Logan

The Charles E. Hires Company, Philadelphia, Hires root beer, has appointed Lord & Thomas and Logan, Inc., to direct its advertising account.



Reach "nearly everybody" with one paper

Every evening, Greater Philadelphia sits down to *one* paper—the Bulletin. "In Philadelphia nearly everybody reads the Bulletin." In this retail trading area there are more than 550,000 homes and the Bulletin averages *546,527 copies! And that's the whole story in a nut shell.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



"The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests, or other methods of artificially stimulating circulation have been used."

New York — 247 Park Avenue (Park-Lexington Building)

Chicago — Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit — C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard

San Francisco — Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

*Audit Bureau of Circulations' report of net paid daily average circulation for the six months ending March 31, 1927.

(Copyright 1927, Bulletin Company)

Member of Associated Press

Supremacy

For 28 consecutive years the New York Evening Journal has had the largest evening circulation in America.

Every day the home circulation of the New York Evening Journal is double the circulation of the next nearest evening newspaper, plus 75,932 copies a day and is

381,336 more than Evening World

419,220 more than Evening Sun

490,411 more than Telegram

634,983 more than Evening Post

113,816 more than Evening World and Sun combined

Based on figures from latest sworn statements of net paid circulation to U. S. Post Office



Home Circulation

There's nothing to take the place of home circulation. Every day nearly half of all those buying any New York evening newspaper buy the New York Evening Journal and take it home where it is read by 2,000,000 men, women and children.

That is why this year—and for years past—advertisers invested more money in the New York Evening Journal than in any other New York evening newspaper.

**CIRCULATION FOR SIX MONTHS ENDING
MARCH 31st, 686,740 DAILY NET PAID**

**More circulation than the Evening World
and Sun combined—PLUS 113,816**

NEW YORK EVENING JOURNAL

*Greatest circulation of any evening newspaper in America and a
QUALITY circulation at THREE CENTS a copy daily and
FIVE CENTS a copy Saturday*

913 Hearst Building
Chicago, Ill.

2 COLUMBUS CIRCLE
New York City

General Motors Building
Detroit, Mich.



Detroit Is Third in Building in America— The News Is Detroit's Building Medium



America's fourth city has the distinction of being the third in value of buildings constructed during the first six months of 1927. This gives some idea of what a wonder market Detroit is for building and insulation advertising, and particularly since Detroit can be thoroughly covered by one newspaper.

Five of the six insulation advertisers in the Detroit field use The Detroit News; three of them employing The News exclusively. The local builders—those on the ground—place the bulk of their advertising in The News. During the first half of 1927 The News carried 16,000 more lines of builders' advertising than both competitors combined.

Through the use of The Detroit News, alone, advertisers can get the maximum returns at the lowest cost per unit of sale—a fact well known to insulation and building advertisers.

The Detroit News

For 54 years Detroit's HOME newspaper

354,000 Sunday Circulation

325,000 Weekday Circulation

A Form of Co-operation That Defeats Itself

Why Chains Frown upon Manufacturers' Efforts to Subsidize Store Employees

By a Chain Store Manager

THIS morning I had a personal call from the sales manager of one of the big companies from which we buy thousands of dollars' worth of merchandise annually. It took me an hour to explain to him why we couldn't co-operate in the full sense of the word, as he saw it. While I am in the mood, with all the arguments at the tip of my tongue, I am going to set them down to see if other people will consider me justified or not.

The whole discussion came about because some weeks ago I heard that this sales manager was sending one of his men to call upon our store managers. It was a good man who made the rounds. He was not an ordinary salesman. He called in an unconcerned sort of way, with nothing special on his mind, so it seemed.

This man explained that his mission was to find out reasons why some people bought his product and why others preferred another brand. Nobody could find any real fault with the thing that far.

But he went further. He grew enthusiastic. He told each store manager that he was without doubt one of the finest, if not the finest store manager he had ever seen. And he knew that that store manager could sell a tremendous quantity of his product if he wanted to. Now, he was going to be back that way in just a month, a month to the day, and he would make the store manager a little present based on the number of cases of that product which were moved. All the store manager had to do was to save a certain piece of the fiber container in which the goods were packed. Really a very simple little arrangement. The store manager knew that we liked to sell that product. At least, the salesman told the store manager that such was the case.

It is true we handle this particular product. There is much call for it. We expect to go right on handling it. But we are not going to go out of our way to sell it. We do not propose to let our men put their time and effort behind it. A similar product, so far as we can see identical in quality, is being sold us for 50 cents a case less. That means practically a cent per can. And if there is any pushing to be done, it is on that product that the effort is to be made.

Everything else being equal, we want our men to push the article on which we make the extra half dollar. Of course, we hand out the short-profit item when people specify it. At the same time, people often do not specify. The brand selection is optional with the man behind the counter.

And the man behind the counter would be getting a dime a case for pushing the product which makes us 50 cents a case less profit. This was a very clever idea on the part of that sales manager. We not only had to tell him we could not "co-operate," but that if we had any more of the same sort of offers of "co-operation," we might be inclined to be out of his product more often than not.

REAL CO-OPERATION

Co-operation between manufacturer and the retail distributor is a fine thing. There can't be too much of it. But let's not fool ourselves over this word "co-operation." The manufacturer is not co-operating with the distributor when he is working against the distributor's interests.

Recently another sales manager, calling upon me, said: "If I could only teach your men how to sell our goods and why to sell them, our business with you would be multiplied!"

No doubt that man was right. But when I told him that our men were employed by us to sell what we expected them to sell, he wanted to change the subject. One thing which the average sales manager overlooks is the little idea of now and then putting himself in the other man's place. Constantly, we are told that this or that line is being so widely advertised that it really sells itself.

Yes, that's right. Many of these items really sell themselves. So much the worse for us. They move so readily that the manufacturer figures he can look right past the distributor. And it is true that the distributor really does little except to hand them out. Knowing this, the manufacturer arranges things so that the wholesaler and retailer see little if any profit in the items. Sometimes I think that the manufacturer sits back and says to himself: "I should worry. As long as I have consumer demand, the retailer and the wholesaler must handle the line—even though they handle it at a loss. They don't have to do any selling. So much the better for me. It leaves them with really nothing to say. If they expect to run an up-to-date hardware or clothing or grocery store, certain items have to be on sale. That being so, and mine being one of them, I'm not going to pay any more for handling than I have to—and that isn't much."

And so such a manufacturer shuts his eyes to price cutting. Or, if he sees it going on, he winks at himself. "Fine business!" he figures. At those prices, no competitor is going to have much of a chance to eat into the market.

Of course, a manufacturer of that type figures this way: "The consumer demand which I have compels the retailer to handle the product. And the retailer insists upon the jobber supplying him with it. Neither really wants it. But both find it necessary. So long as I keep up my consumer demand, just so long can I have the trade working for me without profit."

That works out very nicely until the great mass of retail handlers

bring to bear a negative force, in the shape of effort on some other brand. And then we get calls from sales managers to discuss co-operation.

It is true that we, the distributors, ought to work hand in hand with the manufacturers and producers of the fast and easy selling items. Nothing would suit me better than to be able to take articles like Campbell's Soup, Wesson Oil, Carnation Milk and really take an interest in selling them. That, of course, would mean that such products would show a reasonable margin of profit.

SELLING WITHOUT PROFIT

The high-powered salesmen representing high-powered companies can, it is true, sit down and prove to us that we are making money selling their lines without profit. Figures are patient in the hands of these clever manipulators of percentages and turnovers.

However that may be, I know we have to handle their lines so long as people ask for them by name, but on the other hand, we don't have to make any effort to build up volume on them.

It seems a shame that we retail distributors have to make desperate efforts to push one group of products in opposition, to a great extent, to another group which is being pushed by the manufacturers. It does seem rather unsound that in both cases, this merchandise finds its way to the consuming public through the retail distributor, yet the retailer is often in active competition with the manufacturer, handing out the same products, but featuring products which are not advertised as against products which are.

That brings us around again to this business of co-operating with the manufacturer. A few weeks ago, a manufacturer offered me a sum of money to be distributed among our store managers as prizes for the sale of a certain item.

We are anxious to have our men make all the money they can, but we could not permit this offer. It would mean that our men would be asked to push a product and be



Use Saturday's NEWS for Music and Radio Advertising

THE nobler emotions of a people are reflected in their love for music—on the stage, in the concert hall, in the church and in the home.

Indianapolis is the musical center of Indiana. . . . Here the finest symphony orchestras, the most talented singers and instrumental artists, the most popular operas, come each year to bring new thrills to the music lovers of Indiana. . . . Here are the studios of many capable teachers, bestowing their art to thousands of music students.

Saturday's NEWS is an excellent medium for music and radio advertisers. Linked with editorial columns of pertinent information—music news, concert forecasts and reviews, programs yet to be enjoyed—your message goes direct to the homes of an intelligent, responsive audience—by far the greatest regular-subscriber newspaper audience in Indiana.



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL
 110 East 42nd St.

Chicago: J. E. LUTZ
 The Tower Bldg.

paid by an outsider for doing so. That is hardly sound business. If we get our men into the habit of expecting salaries from us and then also expecting prize money from the manufacturer for selling an article, we will soon find that they look upon their salaries as something which is coming to them, but upon their prize money as something to work for. It will soon mean that when we want a special drive put behind an article, we will not get 100 per cent effort from our men unless we or the manufacturer subsidize them. We pay our men. We want to pay them all they are possibly worth. But when there is an additional profit to be made, then that profit has to accrue to the house.

THE LEAN WITH THE FAT

Profits naturally vary. Some items can stand a longer margin than others. We have to take the lean with the fat. But for this very obvious reason we have to make a longer margin when we can, to offset the items we have to sell at little or no profit. We are defeating our business aims of giving in general good value and good service if, when a better margin of profit is available on an item, that money be handed over direct to our employees.

A few years ago, before we had such a definitely developed policy on this point, we had an opportunity, one fall, to make a very good buy of an item, taking a large quantity at a most attractive price. It was an excellent stroke of merchandising. We had bought well. It had taken a great deal of cash. We had been obliged to borrow to handle the purchase. But we felt sure we could move the purchase, repay the loan and have a nice profit, all within a very few months.

Much to our surprise, however, we found, after a few weeks, that sales were falling behind; falling below what had been the past year's average on that item. Something was evidently wrong somewhere. This was especially evident because a competing and very similar product was moving out

rapidly and we were being compelled to reorder frequently.

Investigating the matter, we found that the manufacturer of the item which was moving so well had sent some house-to-house canvassers to the homes of all of our store managers. These women had made each manager's wife a special premium proposition. Her husband had to do a very few simple pieces of selling each day and when certain things were accomplished, she would have her choice of various premiums. And the premiums were most attractive. Naturally, every evening, each store manager had to say what he had accomplished that day.

About once a week, each store manager's wife received a letter from the manufacturer, pointing out how close she was to earning a premium. It is no wonder that our sales of the item we wanted to push fell off, while the other item went ahead rapidly.

Once we might fall into such a dilemma, but not a second time. We immediately gave orders that that sort of "co-operation" was a thing of the past, and we told that manufacturer plainly that if he ever approached our men again except through us, we would discontinue his line.

When all is said and done, co-operation between manufacturer and distributor is a fine thing, but it should be between manufacturer and distributor—not between the manufacturer and his distributor's employees.

This is why we refuse to permit manufacturers to come in contact with our men. That is why we will not permit prize money or special bonus money to be paid to them directly or indirectly. That is why manufacturers look upon us as a concern which is not inclined to co-operate with them. The fact is that when there is any co-operating to be done, we are glad to come half way, but we do not propose to have our house be a third party looking in while a manufacturer and our employees are running a little party of their own. But if co-operation is going to be carried on on a fifty-fifty basis, count us in!

FASHIONABLE HATS

HATS

FOR

MEN



HATS

FOR

WOMEN

"KNOX IS RIGHT"

RIDING HATS—WALKING HATS—DRIVING HATS
HATS FOR THE THEATRE—RECEPTIONS—WEDDINGS
HATS FOR EVERY SOCIAL FUNCTION

In Vogue's First Issue

This is the first of many Knox advertisements in Vogue. It appeared in Vogue's first issue—December 17th, 1892.

During the thirty-five intervening years the Knox Company has used Vogue consistently to impress the most important group of discriminating buyers with the fine quality and smartness of Knox merchandise.

And in this thirty-fifth year—1927—the entire magazine advertising of Knox Women's Hats is concentrated in an increased campaign, exclusively in Vogue.

VOGUE

One of the Condé Nast Group

An Announcement!

Mrs. JULIA KIENE

Becomes Women's Editor of

Capper's Farmer

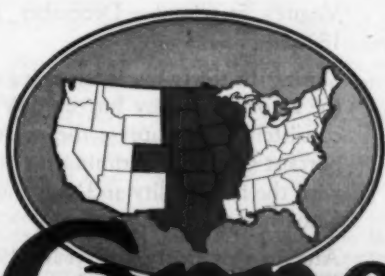
Beginning with the October issue, Mrs. Julia Kiene, Agricultural College graduate, and widely known throughout the Middle West as a successful Home Demonstration Agent, joins the editorial staff of Capper's Farmer.

Mrs. Kiene brings to her new duties as Women's Editor the ripened experience of years of intimate contact with the Midwest farm women's problems.

In fact, her entire career has been directly connected

with farm life. As a Midwest native, as a graduate of Kansas Agricultural College, as a farmer's wife and mother of two daughters, Mrs. Kiene early received an insight into the real life of the farm woman.

Later, upon the death of her husband, she became Home Demonstration Agent for one of the largest and most diversified Kansas counties, solved problems of dress-making, home remodeling and furnishing, formed one of the first county nutrition



**Sell
this
Territory
thru**

Capper's

Circulation, 828,000

Published at Topeka, Kas, by

THE MIDRIFF OF THE WORLD IN

classe
poultr
five y
range
family

During
half
work,
Econ
flour
been
study
of the

Mrs.
with
ables
exten
with
Dem



classes; girls' and boys' poultry clubs, etc., and for five years studied at close range the needs of the farm family.

During the last two and one-half years, Mrs. Kiene's work, as Director of Home Economics of a national flour manufacturer, has been devoted entirely to studying the buying habits of the farm housewife.

Mrs. Kiene's connection with Capper's Farmer enables her to continue and extend these many contacts with manufacturers, Home Demonstration Agents,

Club Leaders, and Mid-west farm women.

Through her writings each month she will reach more than 828,000 farm women—unquestionably more than any women's writer in the Mid-west field. And these thousands of women readers of Capper's Farmer are the business managers of their households—the buyers you want to reach with your sales message, because upon their judgment depends the selection of food, house furnishings and equipment, and other vital needs of the prosperous Mid-west farm.

Farmer

M. L. Crowther
Advertising Manager
Graybar Building
New York City

ekas, by Arthur Capper

NIE MIDWEST OF THE NATION

Are Men and Women Human Beings?

TRY this on your imagination. Just suppose a visitor from Mars, turned loose on the advertising pages of The Saturday Evening Post. Particularly the "high-hat" ones that are based more or less on a cold-blooded, intellectual appeal.

Would he not wonder whether we were really human beings or mechanical thinking-machines? Whether blood or ice-water ran in our veins?

It is common knowledge, backed up by the testimony of scientific men, that people in the ordinary affairs of life are governed by instinct and emotion, rather than cold reason and logic. Being human beings, they react to human impulses.

Our story-booklets are based on the belief that for every prospect who can be reached only through the upper altitudes of the mind, there is one who can be reached through the heart and the funny-bone. But his name is Legion.

Samples of story-booklets created for various national advertisers will be sent to interested executives upon request.

CHARLES FRANCIS PRESS

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York

Adventures in Buying a Radio

The Radio Corporation of America Started This Series of Adventures with a Full-Page Advertisement Announcing Some New Models

By W. B. Edwards

I WISH this series of adventures in buying a radio—or rather trying to buy a radio—might be written from the point of view of one not particularly interested in modern merchandising. It would permit me to relate these true tales with the piquant ingenuousness that a recital of my adventures really calls for.

Unfortunately, I'm closely connected with the field of advertising and selling. Consequently, I won't be able to refrain from spinning my yarns without resorting to what those who are engaged in selling like to call "technical" language.

It all happened as a result of an advertisement that appeared in the August 27 issue of one of our well-known weeklies. The insertion appeared over the signature of the Radio Corporation of America. It announced two new models—the Radiola 32 and the Radiola 30-A.

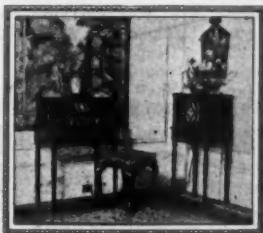
I had about decided that we ought to get a new radio. My old one is of an exceedingly early vintage. It must have a dozen different knobs and while I rather enjoy spinning them around, Mrs. Edwards claims it belongs in a museum; not in a modern living-room. So when I saw this advertisement, we lost no time visiting a local radio shop.

We live in Mount Vernon, a suburb of New York City. There are at least three or four modern radio shops on the main street of our town and we stopped in the

first one we came to—the Vernon Radio Shop. This is the conversation that ensued:

Edwards: "Have you any of the new Radiola models in stock?"

Dealer: "No, and you won't be able to find any in town or anywhere else."



The famous RCA Super-Heterodyne in new custom-built models with perfected socket-power operation



The new Radiola 30-A. The most advanced in the world. The most perfect in its class. The most beautiful in its class. The most complete in its class. The most reliable in its class. The most efficient in its class. The most economical in its class. The most popular in its class. The most successful in its class. The most famous in its class. The most celebrated in its class. The most distinguished in its class. The most illustrious in its class. The most honorable in its class. The most respectable in its class. The most estimable in its class. The most venerable in its class. The most illustrious in its class. The most honorable in its class. The most respectable in its class. The most estimable in its class. The most venerable in its class.



The new Radiola 30-A. The most advanced in the world. The most perfect in its class. The most beautiful in its class. The most complete in its class. The most reliable in its class. The most efficient in its class. The most economical in its class. The most popular in its class. The most successful in its class. The most famous in its class. The most celebrated in its class. The most distinguished in its class. The most illustrious in its class. The most honorable in its class. The most respectable in its class. The most estimable in its class. The most venerable in its class.



THIS IS THE ADVERTISEMENT THAT STARTED MR. EDWARDS ON HIS RADIO EXPEDITION

Edwards: "When do you expect to get them?"

Dealer: "They won't be out until September 17."

Edwards: "Do you know anything about the construction of the new Radiola 30-A?"

Dealer: "How could I? I haven't seen one."

We walked out without any further word from the dealer—apparently, he was there only to

answer questions; not to keep conversation going—and entered the next radio shop down the line.

This was a Landay store. Landay owns a number of large music stores in the metropolitan district and I felt that I would meet with better luck here. (You see, I still had that full-page advertisement in my pocket and I had sufficient faith in advertising to believe that a model that was featured in expensive publication space must be on the floor of an enterprising store.) Word for word, this is the powerful selling talk the Landay clerk delivered:

Edwards: "Are you carrying any of the new Radiolas?"

Landay Clerk: "Nope."

Edwards: "Do you know when they are expected in?"

Landay Clerk: "Nope."

Edwards: "But you do carry the Radiola line?"

Landay Clerk: "Yop."

Business of looking at each other. Embarrassing silence. I could think of no more questions, the clerk volunteered no further information, my wife started to edge toward the door, and I slunk after her.

Outside again on the street, I pulled the full-page advertisement out of my pocket, read it carefully, saw nothing about the new models not being available in retail stores, squared my jaw and walked across the street to a third radio shop. This was a long, narrow store. The dealer was way in the back. He saw us enter and looked at us. We looked at him. Finally, he appeared to realize that we wanted to talk to him and he ambled up to where we stood.

Dealer: "Yes, sir?"

Edwards (quite taken back at a dealer energetic enough to start a conversation and in such a brilliant manner): "This advertisement of the Radio Corporation features two new models. Have you got them on display?"

Dealer: "Yes, sir. We have just one. Here it is."

Edwards (noticing that this model retailed for \$895 and was therefore beyond his purse): "Haven't you the less expensive model—the new Radiola 30-A?"

Dealer: "Sorry, but that hasn't come in yet and I don't know when we will get it."

And once more, without let or hindrance, we walked out, as far from making a purchase as ever. That concluded our shopping experiences for the night. The next day I visited the new showrooms of the Aeolian Company. Ralph M. Horton was the name of the salesman who took care of us and when I call Mr. Horton a "salesman" I do so with full knowledge of what the term implies.

Aeolian had the new models on exhibition. But, unfortunately, the demonstration was far from satisfactory, for several reasons. Model 30-A had been installed in a room which was exceptionally bad for radio reception. As a result, the set sounded so noisy that if it were not for my unshaken faith in the ability of the Radio Corporation to turn out a good machine I would have promptly concluded that the new model was a complete flop. Secondly, jazz was the only music that was being broadcast at that time—about 1 P. M. The combination of jazz and outside electrical interference failed quite signally to convince me that I ought to buy the set.

However, I did not charge off that trip entirely to profit and loss. If nothing else, I had actually seen the new models which the Radio Corporation was advertising. I knew what the particular model in which I thought I was interested looked like; I had yet to hear its true reproducing abilities.

A PIANO TUNER BROADCASTS

That night I went up to New Rochelle and dropped in at a large music store, the name of which has since slipped my mind. The radio department was located a flight up, reached by a rather rickety stairway. When I got to the radio department, I heard someone in a room next door thumping a piano. I inquired what was going on and was informed that a piano tuner was at work. That piano tuner accompanied all the renditions that came in over the different radios I heard with his interminable thump, thump, thump.

Selling Groceries To Mrs. Chicago

THE Monday Food Section of the Chicago Evening American is far more than just a "department."

In thousands of Chicago homes it is an indispensable aid in solving the ever-important questions of "what to eat" and "where to buy it."

The Monday Food Section of the Evening American is a direct route to the purchasing agents of more than half a million Chicago homes.

CHICAGO  AMERICAN
a good newspaper

I asked whether they had the new Radiolas in stock. They did not. In fact, the next day the proprietor was going to see and hear them for the first time—at the wholesale showrooms, I presume. The clerk was well acquainted, though, with the details of the new models and he told me some things about them which I had not learned elsewhere. However, he did not appear to take me at my word when I told him I would be back next week to hear the new models. Or maybe he figured that a bird in the hand is worth two in the bush.

In any event, he tried awfully hard to sell me a radio—the make or model made little difference to him; they had all kinds on hand. Finally, he concentrated his selling fire on a 1927 model Stromberg Carlson. This set, he told me, was shortly to be displaced by a 1928 model. Therefore, it had been reduced in price. "We are taking a bad licking on it," was what he told me. The regular price was \$450; the present price \$325. (I still had that full-page Radio Corporation advertisement in my pocket.)

By this time, though, I was determined to hear that Radiola 30-A under favorable auspices or perish in the attempt. Therefore, I eventually persuaded the clerk to permit me to walk down the rickety stairs and out of the store.

The next morning I noticed that Gimbel Brothers, New York department store, had a large advertisement in the newspapers announcing that they had on exhibit one of the new Radiola models—a set known as the Radiola No. 16 and which retailed for \$69.50 stripped. I had heard about this set and was curious to examine it. A friend accompanied me to Gimbel's that same morning.

Gimbel's music store is located in a separate building. It is a big store and the radio department is situated in the rear. While walking toward the locality in the store where we saw the radios, we must have passed a half dozen salesmen, but they took no notice of us whatever. When we got to the radio department, we looked around for

a clerk and saw several of them talking together but apparently they did not see us. We meandered around and eventually spied the new Radiola No. 16—the one that Gimbel had paid good money to advertise that morning.

We stood in front of that set for five minutes and looked at it with all the intentness we could summon, but the salesmen were oblivious to our presence. Eventually, I plucked up enough courage to press the starting switch. To my surprise, I found the set connected up and, still very shaky, I dialed to a station. The music came in beautifully and as I regulated the volume, two men and a woman who were standing nearby came over and began asking questions. How many tubes were there in the set? Was it well constructed? How did it compare with the Atwater Kent? I had my hat on and therefore they must have realized I was not one of Gimbel's salespeople; yet there they were bombarding me with questions, some of which I could and did answer.

SHOULD CUSTOMERS TURN SALESMEN?

Now I do not possess any selling ability. I have never sold anything and don't expect that I ever shall. Still, that little Radiola model performed so well that I am confident I could have sold at least one set among the five people who were gathered around me by that time. I'm sorry I didn't try to get their orders. It would have been a lot of fun. Instead, I walked with my acquaintance toward some of the more expensive models of other makes. We did not stand in front of one of these more than a minute when a salesman swooped down on us. We gently guided him back to the inexpensive Radiola model, asked him a question or two about it, turned away from him to examine the set and when we turned again, he was gone. There was nothing for us to do but leave.

At R. H. Macy & Company's radio department I had an experience that is best described by the word "startling." This is what happened:

The real Boston Is Business Boston

THE census Boston is not the advertisers' Boston—not *Business Boston*.

Business Boston includes all that rich, populous territory which surrounds the old Boston but which is yet within half an hour's ride—fifteen miles—from the center of the city. This is the Boston which is taken into account by the Audit Bureau of Circulations in computing city circulation of the Boston newspapers. This area, which contains a population of nearly two millions, is also the Chamber of Commerce Boston.

Business Boston contains more people per square mile than any other city in the country, New York excepted.

Think of Boston in that way—as Business Boston. The fourth richest market in this country!

And make your advertising appropriation accordingly.

But consider this unique division

The Boston market is unique in this respect: It is a divided market. The people of Boston separate into two great population groups, divided on lines of sentiment, tradition and origin. They think differently, feel differently, and read different newspapers. So marked is this population division that no single newspaper can, with success, appeal to both groups.

To sell both of these great population groups, you must use at least two newspapers, and one of these *must* be the Boston Herald-Traveler. For the more important of these population groups is covered by the Herald-Traveler only. The other three major Boston newspapers all appeal to the *other* population group.

BOSTON HERALD-TRAVELER

Advertising Representative:
GEO. A. McDEVITT CO.
250 Park Avenue, New York, N.Y.
914 Peoples Gas Bldg.,
Chicago, Ill.



For six years the *Herald-Traveler* has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

CINCINNATI TIMES-STAR

Radio Section—

The Big "Mike"

of the

OHIO

VALLEY

*Through this medium advertisers speak
to one of the greatest Radio markets
in the world*

CINCINNATI broadcasts fine programs to the whole country. The public-spirited enterprise which provides these programs has made Cincinnati one of the Radio high-spots of America.

Cincinnati is likewise one of the greatest Radio manufacturing centers in the world.

And Cincinnati homes are Radio homes.

The Times-Star has met this unusual interest with a really fine Radio section—the first in Cincinnati. In fact in the entire country, few papers devote as much space to radio news. The best news is first news. So radio fans in Cincinnati read the Times-Star. A leadership in national radio advertising naturally follows.

CINCINNATI

Member Audit Bureau Circulations

CHARLES P. TAFT, Publisher

Eastern Representative:

MARTIN L. MARSH Phone Pennsylvania 0408
24 West 40th St., New York City, N. Y.

FIRST IN RADIO ADVERTISING --- FIRST IN RADIO NEWS



Nearly half the national radio advertisers use the Times-Star exclusively in Cincinnati.

Indeed the Times-Star leads in those classifications where there is an accurate checkup between sales and space.

In just the first six months of 1927 the Times-Star ran in nine classifications related to radio 1,414,709 display lines more advertising in six days than the second paper ran in seven. Leadership in such classifications indicates that the paper that covers the market for these, also reaches the market of radio buyers.

Advertisers prefer the Times-Star because they get 100% Cincinnati coverage, plus real powerful selling influence. There are no BIG "Pre-Date" editions to boost circulation totals. *Times-Star circulation is where an actual buying power exists.*

*The Times-Star's Radio
record proves supremacy
in reader interest*

Radio

October 1926—July 1927

Times-Star, 6 days
267,531 display lines
Second paper, 7 days
211,339 display lines

TIMES-STAR LEAD IN RADIO
55,992 display lines

Hardware and Electrical

October 1926—July 1927

Times-Star, 6 days
227,109 display lines
Second paper, 7 days
130,702 display lines

**TIMES-STAR LEAD IN HARD-
WARE & ELECTRICAL**
96,407 display lines

TIMES-STAR

100,000 Group of American Cities

C. H. REMBOLD, Manager

Western Representative:

KELLOGG M. PATTERSON Phone Central 5065

904 Union Trust Bldg., Chicago, Illinois



In 1920 Detroit had 163 schools and employed 4,083 teachers—1927 figures show 223 schools and 6,700 teachers. Another undoubted indication that 700,000 people have settled here since 1920.

—they have expressed a decided newspaper preference.

	<u>1920</u>	<u>1927</u>
DETROIT TIMES...	5,025	241,834*
(City Circulation)		
DETROIT NEWS...	205,911	249,036
(City Circulation)		

*Evening Except Saturday

The Times is Growing with Detroit

As I walked through the radio department I noticed a Radiola No. 16—the small, inexpensive set—on display. I caught the eye of a clerk and when he walked over I asked him whether the set was hooked up. He replied that it was. I then asked whether he would tune in a station so that I might listen to it. He replied by calling out to someone who was standing nearby, and who appeared to be the head of the department: "Mr. Blank, is there anything on the air now?" Mr. Blank answered that all the broadcasting stations were off the air. The salesman looked at me, mumbled something about his guessing that there was nothing he could do for me, and walked off.

I thought that was rather peculiar. It was just about 1.30 in the afternoon that this happened and I felt that in as much as lunch hour is commonly used for shopping purposes, the radio manufacturers, and particularly the Radio Corporation of America through stations WJZ and WEAf, ought to be sufficiently alert to broadcast some entertainment so that dealers might demonstrate the new sets. Consequently, when I returned to the office I consulted the radio program in one of the newspapers. I found that WJZ was on the air from 1 p. m. to 2 p. m., that WGBS was on, starting at 1.30 p. m., and that WMCA was also on at that hour.

Now I presume that in as much as Station WGBS is owned by Gimbel Bros., Macy's may not have wanted to tune that station in, although that, if true, would certainly appear to be a rather narrow policy. However, I presume the other two stations mentioned, and particularly WJZ, are unobjectionable and I can't understand why I was told nothing was on the air. Doesn't Macy's radio department want to sell radios?

Still another place I visited was the Herbert & Huesgen Company, a well-known New York retail store which has a large radio department. Here I found the Radiola No. 30-A on display. I asked for a demonstration and got one. Here, again, something went wrong. The

loud speaker was not properly adjusted, I was told. In any event, the reproduction was miserable; so poor, in fact, that when I heard a little Crosley "Bandbox" in the same store—this set sells, complete, for about one-fourth the price of the Radiola No. 30-A—it sounded marvelously well by comparison.

I must be a bear for punishment. I'm still interested in that Radiola 30-A. I have an idea that if I visit the offices of the Radio Corporation here in New York I may get a *real* demonstration of the machine. Perhaps I'll work up enough courage to do so. In the meanwhile, I'd like to ask a number of questions:

1. Why advertise, in expensive space, a model or models that so many dealers haven't got in stock?

2. If it is necessary to advertise models in advance of complete distribution, why not post dealers on the details of the sets so that they may be in a position to talk about them somewhat intelligently?

3. When dealers do get models, why not make some effort to have them install them in a manner that will permit of the reception of something besides howls and groans?

4. Why not attach to each model a tag or booklet explaining, in *non-technical* language, the details of the machine?

5. Why not broadcast programs, during the daytime shopping hours, of a kind that will enable dealers to show how an expensive machine reproduces music other than jazz?

6. When an individual appears to be a good prospect for a purchase approximating \$500, why not educate dealers to take the prospect's name and address? I ask this question because not one of the retailers on whom I called made the slightest effort to get this information!

Roanoke, Va., Advertising Businesses Combine

B. J. Davis and Charles H. Carson, who conducted advertising businesses at Roanoke, Va., have consolidated their interests under the name of the B. J. Davis Agency. Mr. Carson was, at one time, advertising manager of the Roanoke *Times* and *World-News*. Mr. Davis was assistant advertising manager.

Advertising or Salesmen—Which Is More Effective?

How to Determine the Comparative Value of the Two

THE HOUSE OF HUBBELL
CLEVELAND

Editor of PRINTERS' INK:

If your records show any articles discussing the comparative costs and results of man power in the field versus advertising, we would appreciate receiving clip sheets of same, which we will return if so desired.

We have a client who is at the point of diverting a certain amount of the customary expense involved in dealer helps and merchandising printed matter to salaries for men in the field working directly with dealers.

THE HOUSE OF HUBBELL,
FRANK HUBBELL.

THE answer to the question suggested in our correspondent's letter is: "It can't be done." There is no basis we have ever heard of by means of which the cost of advertising can be compared with the cost of salesmen. In almost every field of business there are outstanding examples of every kind of success—a sufficient number to make out a case for almost any kind of proposition. There are a great number of concerns whose success is due to advertising alone; and there are probably as many whose success is due to the use of salesmen without advertising. As PRINTERS' INK has said time and time again, salesmen and advertising work best as a team, that is, more economically—in the economic sense. Each can work alone, and does work alone. The business man who is determined to make a success of his business will leave no means untried to achieve his success with as little waste of time and money as possible.

Early in 1917, the Oliver Typewriter Company startled the office appliance world with an announcement which it said would "revolutionize the typewriter business." Advertisements appeared in newspapers and magazines proclaiming that the company had dismissed its sales organization of 15,000 salesmen and agents and discontinued its branch offices in fifty cities. "On each Oliver typewriter," said

these advertisements in part, "for which the user paid \$100, more than half has been spent for salaries, traveling expenses and commissions to an army of salesmen and agents. Thousands of dollars have been spent in maintaining expensive branch houses and showrooms in many cities." The savings to be accomplished by the new selling plan, the company said, would enable it to sell the Oliver typewriter direct-to-user, by means of advertising, for \$49.

The plan did not work out precisely as the company expected it would. Increasing costs made it necessary to raise the price. Four years after the change, the price had gone up to \$64 and salesmen, in a limited way, were again being employed. Today, the selling price is \$75.

Does the experience of the Oliver Typewriter Company prove that advertising without salesmen cannot be successful? It may in the case of the Oliver Typewriter Company. But it proves nothing in the case of companies like Gotham Hosiery, Castoria, Three-in-One Oil, and a score of others, where advertising without salesmen is quite successful.

How is a company, such as the one mentioned in our correspondent's letter, to find out whether money spent in salaries to salesmen will lead to greater profits than an equivalent amount spent for dealer helps and merchandising printed matter? The nature of the product and the practice of companies in the same or a similar line of business should indicate something. Does the dealer need to be shown how to sell the article, or will it sell itself on display? Is it like a typewriter, which needs demonstration and trial, or is the average person able to consume or use the article without instruction? Is the product a new species in an already established genus, or a new species in a new genus?

"Marvelous pulling power and Wide Circulation!"

ENCLOSING a coupon from Balboa, Spain,
clipped from a WORLD advertisement,
the Mc Goldrick Realty Co., writes:

"The marvelous pulling power and
wide circulation of WORLD Real Es-
tate advertisements has been convinc-
ingly demonstrated.

"Our advertising campaign was run
in all the large New York papers . . .
with excellent results, selling over
\$400,000 worth of property in two
months.

"The appropriation used in THE
WORLD produced the largest num-
ber of replies and resulted in the
greatest number of sales. When our
fall advertising campaign starts, THE
WORLD will be first on the list of
newspapers to be used."

While THE WORLD prides itself on
its city concentration, replies to the
above campaign were received from
many Central and Southern states,
and from as far West as California.

The  **World**
NEW YORK

Pulitzer Building
New York

Tribune Tower
Chicago



Can it be sold in the store or must it be sold in the home or the consumer's place of business? In other words, does the dealer have to put personal salesmanship behind the article to make sales? If he does, and the article is new to the dealer, or the dealer is new at handling it, then he will need personal help. How much personal help he will need, and wherein the right kind of dealer helps and merchandising printed matter will expedite and facilitate that personal help, or make a little of it go a long ways, is only to be determined by trial in the field.

When advertising is not the whole of the selling operation, it is a part. Advertising and selling through salesmen are wrongly thought of when looked upon as alternative forces. They are complementary. Each is most effective when supported by the other.—
[Ed. PRINTERS' INK.]

Washburn-Crosby Yearly Income Larger

The Washburn-Crosby Company, Minneapolis, and subsidiaries, Gold Medal flour, report for the twelve months ended June 30, net income of \$2,550,898, after charges and Federal taxes, against \$1,435,726, in the previous year. Net sales were \$96,393,137, for the 1926-27 fiscal year against \$114,506,386 for the previous similar period.

G. W. Kelly with Loomis-Potts Agency

George W. Kelly, former member of the firm of Davies, Dillon & Kelly, publishers' representatives in Kansas City, Mo., is now an account executive with the Loomis-Potts Company, advertising agency of that city.

American Screw Company Appoints Larchar-Horton Agency

The American Screw Company, Providence, R. I., has appointed the Larchar-Horton Company, Providence advertising agency, to direct its advertising account. Business papers will be used.

S. R. Curtis Joins Bellows Corporation

Stanley R. Curtis, formerly with the Toledo office of the General Outdoor Advertising Company, has joined the Bellows Corporation, Detroit, electrical advertising.

C. C. Carr Returns to St. Petersburg, Fla., "Times"

C. C. Carr, president of the Lesan-Carr Advertising Agency, St. Petersburg, Fla., has sold his interest in that company, and has become part owner and general manager of the St. Petersburg *Times*. He had previously been with the *Times* in a similar capacity.

H. E. Lesan, president of the H. E. Lesan Advertising Agency, New York, and vice-president of the Lesan-Carr agency, bought Mr. Carr's interest in the latter agency and succeeds him as president. Noble T. Praigg continues as general manager of the St. Petersburg agency.

N. D. Campbell, Vice-President, E. R. Crowe Company

Nigel D. Campbell, Western manager of the Newstand Group, property of E. R. Crowe & Company, Inc., New York, magazine management, has been elected vice-president of the company. His headquarters will remain at Chicago.

G. R. Marek Joins Frank Seaman Agency

George R. Marek, for the last four years advertising manager of the Northam Warren Corporation, New York, has been made assistant to the production manager of Frank Seaman, Inc., New York advertising agency.

Erwin, Wasey & Company Appoint B. K. Prins

B. Kimberly Prins has joined the art staff of the New York office of Erwin, Wasey & Company, advertising agency. He was formerly art director of the Dorland Agency, Inc., New York.

Appoints Reed G. Landis Agency

The Richmond Radiator Company, New York, has appointed the Reed G. Landis Company, Chicago advertising agency, to direct the advertising of Heatomat gas boilers. Newspapers will be used.

Now McAdam Advertising, Incorporated

The McAdam-Knapp Advertising Corporation, Wheeling, W. Va., has changed its corporate name to McAdam Advertising, Incorporated. Will McAdam continues as treasurer and general manager.

Piano Account to Paris & Peart

Krakauer Brothers, New York, manufacturers of pianos, have placed their advertising account with Paris & Peart, New York advertising agency.



THE Times-Picayune's oft-used statement "dominant in New Orleans" is not an ambitious phrase coined by an optimistic copy-writer to sound well and look better. It is the most concise statement on record of the New Orleans situation from the newspaper point of view.

The Times-Picayune's 90-year-old policy of giving its readers the best newspaper possible to build, and to give them the best newspaper service that's possible has won practically every able-to-buy newspaper reading family in New Orleans.

The Times-Picayune, alone, reaches and sells the able-to-buy New Orleans market. The Times-Picayune and an additional newspaper can do it, too, but that extra circulation takes an unnecessary slice out of an economically calculated advertising appropriation.

Advertisers in the New Orleans market have largely ceased to apply rules-of-thumb created by experience in real "two-paper" cities, and they are profiting by their recognition of The Times-Picayune's unusual position here.

Even Orleanians who are loud in their disapproval of The Times-Picayune's political stand or the way we set headlines still invest their advertising dollars in its columns, year after year.

That's good business—in New Orleans.

The Times-Picayune

IN New Orleans

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: CONE, ROTHENBURG AND NOZZE, INC.

Pacific Coast Representatives: R. J. BIDWELL CO.

"You Can't Beat Someone With No One"

*A political axiom that fits
advertising*

POLITICIANS have an expression: "You can't beat someone with no one." The opinion held by many of the knowing ones that Coolidge could be re-elected is somewhat influenced by that thought.

"Coolidge," they say, "is today America's outstanding political someone. The only one everybody knows. The only one whose achievements everybody knows. All other aspirants, no matter how deserving or how well known, do not achieve being the political 'someones' Coolidge is today and therefore Coolidge could be re-elected if he chose to run."

The same problem of "being known" presents itself in advertising. If you advertise in a field where a competitor spends five hundred thousand dollars you can't expect to beat him with a fifty thousand dollar appropriation. If he spends five million dollars you can't expect to shake him with five hundred thousand dollars.

That's because the most heavily advertised product in any field is Someone in the public's mind. And thus is hard to shake. To be someone yourself, in the mind of the millions, you have to use heavy ammunition too.

That does not mean that a fifty thousand or a five hundred thousand dollar appropriation cannot be made to pay even in a field where there is a ten times as great competitive expenditure. But to expect leadership

under that handicap, or even near leadership, is a folly. Jack the Giant Killer lives outside the realm of modern advertising.

Outstanding leadership in advertised lines is held by advertisers who believe the best advertisement in the world means but little unless it is published as widely as its competitor's advertising. And that means expenditures based on what competition spends in the field. It may be one hundred thousand dollars or it may be a million. It varies with the field.

Take any branch of advertised industries, and the point proves itself: Take General Motors, Hudson-Essex, Chrysler, Nash in the automobile field. Take Palmolive, Ivory, Lux, Lifebuoy, Woodbury's in the soap field. Take Quaker Oats, Kellogg's, Post in the cereal field. Take Pepsodent, Forhan, Listerine, Colgate, Pebecco, in the dentifrice field. Take Campbell's Soup, Lucky Strike Cigarettes, Camels, Chesterfields. Take Phillip's Milk of Magnesia, Bayer's Aspirin, etc.

All are the "Someones" of their respective fields.

And they stay that way by continually letting the reading millions know that they are Someones more widely than their competitors.

Which makes it very difficult for a No One to take place with them in their fields.

Common-sense advertising principles dictate that where leadership, or place among the leaders, is the goal—competitors' dollars must be matched, to more or less extent at least, with your own.

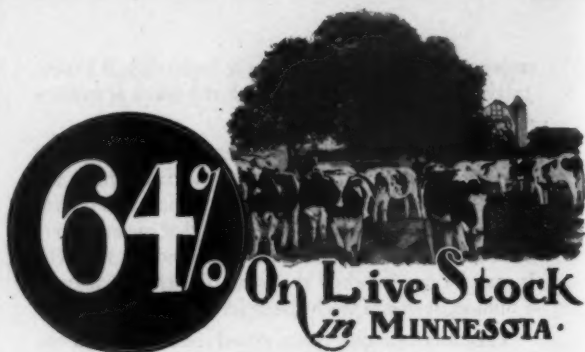
LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 North Michigan Avenue
LOS ANGELES
1151 South Broadway

NEW YORK
247 Park Avenue
WASHINGTON
400 Hibbe Building

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest



Official reports January 1, 1926, showed Minnesota livestock valued at \$257,413,000, and practically the same amount was reported one year later.

During that period livestock sales totalled \$166,008,395.

Minnesota farmers thus in one year made a gross income of 64% from livestock while still maintaining the original capital value.

Just another example of the good business methods that make Minnesota farmers such good customers.

Only one weekly farm paper in the entire Northwest—

THE FARMER

Webb Publishing Co.,

Saint Paul, Minnesota

The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

Shall We Charge for the "Reply-to-Inquiries" Booklet?

Armour, French's Mustard, LePage's Glue, and Other Well-Known Advertisers Relate Their Experiences

By Norman Lewis

Vice-President, Chappelow Advertising Co.

LET'S say that you are a manufacturer of some food product specialty who is about to start an extensive campaign of advertising. Anticipating the thousands of inquiries which you are confident this advertising will produce, you have gone to considerable pains and expense to prepare an elaborate recipe book to send all those who write in.

When the booklet is off the press you're quite proud of it, and rightly so. Sixty-four pages, beautifully lithographed in full color, containing recipes specially prepared by one of the country's foremost culinary experts—it is indeed a thing of beauty as well as usefulness. "Worth 25 cents to any housewife," you declare. "But," you add, "if I want to get many requests for it I guess I'll have to offer it free."

Or maybe you're a manufacturer of fine furniture, or rugs, or draperies; and you get a home-furnishing authority to work up designs for a score or more of attractively furnished rooms. These you print in full color in a large booklet which costs you 30 cents to get out, and which contains as many home-beautifying suggestions as some \$2 volume at the bookstore. "Hope I can get folks to send at least a dime for it," you tell yourself. "I simply can't afford to give it free."

This is a big problem in advertising today—whether to charge for the "reply-to-inquiries" booklet, or send it free. So many factors are involved. Likely, though, as in the case of all advertising problems, we shall get some valuable light if we go to a number of leading manufacturers who have been confronted by this very situation.

There's Armour & Company,

the well-known packers. They have two very attractive booklets—a twenty-eight page one entitled "60 Ways to Serve Ham," and one of eighteen pages on bacon, entitled "Slices of Real Flavor." They offer, in their magazine advertising, to send either or both free.

"We realized when we started this plan," say Armour & Company, "that we could not ask a woman to pay us a profit on our booklet. We were anxious to get a distribution of these books to interested people and we figured if they would take the trouble to spend two cents for a stamp, also an envelope and a piece of paper, that we would send them the book free.

"Depending on the type of copy we use in our advertising, as well as the season of the year, we get a very satisfactory number of inquiries—approximately 18,000 to 30,000 per month. You must keep in mind that we use but half pages in black and white; with an occasional full page in black and white. No doubt, if we were to use larger space in color the number of inquiries would be substantially increased.

DEALERS GET BOOKS FREE

"In addition to offering these books free to those who will take the trouble to return the coupon, we offer them to our dealers at the bare cost of imprinting the dealer's name, the envelope and inserting the book in the envelope. In other words, we give the book to the dealer free and he pays all other expense. This amounts to one and one-half cents each and we have secured a reasonably satisfactory distribution in this manner. We feel that if we were to ask for a two-cent postage

stamp for our book it would cut our inquiries at least 50 per cent and, while we realize that there are a substantial number of curious people and so-called 'coupon hounds,' we believe we are warranted in giving this small booklet free—that the benefits derived are worth the expense."

The A. S. Boyle Company, manufacturer of Old English Floor Wax, offers free in its advertising a booklet entitled, "Beautiful Floors, Woodwork and Furniture—Their Finish and Care." This company says: "We have often considered charging for it, but owing to the lack of information on reasons for charging for a booklet of this kind, we have never changed our method of distribution. We have always had satisfactory demands for this book."

CELOTEX BOOKLET SENT FREE

The Celotex Company, manufacturer of insulating lumber, also offers its booklet—the "Celotex Cottage Booklet"—free. It believes that "It is certainly worth the cost of the booklet to educate the inquirer or consumer on the subject of insulation and Celotex."

The Kroehler Mfg. Company, living-room furniture and davenport beds, issues a beautiful booklet entitled "Enjoyable Living Rooms." It is offered free. Why? Let the company itself tell:

"You will notice in our advertising that all information on this book is buried in the advertisement. We do not play up the book, and all information about it must be secured by reading the entire advertisement.

"We are not really in the market for a great number of inquiries, but we do want to send this book to anyone who is definitely interested in the purchase of living-room furniture. By not featuring the book, we believe we are limiting the inquiries to those who are interested in purchasing new living-room furniture. To these inquirers we are glad to send the book free of charge.

"We might take the other slant of the same proposition and feature the book, using an illustra-

tion of the book in the advertisement, and make a charge for the book. This probably would bring us the same result.

"The books cost us fifteen cents each, and we have felt that it is far better to send a comprehensive book of this kind to everyone who is interested in living-room furniture, free of charge, rather than to send a smaller book and feature it in a big way."

Another leading manufacturer in the home furnishing field, who does not wish his name mentioned, has had an unusually interesting experience with inquiry-booklets. Here it is:

"When the ——— Company started national magazine advertising about fourteen years ago, we offered a rather simple booklet merely as a check on the pulling power and the attention value of our advertisements. New reply-to-inquiry booklets were prepared from time to time, but no definite policy was developed in this connection until about eight years ago when we made our so-called ——— Book an annual proposition, offering completely new editions the first of each year.

"In our magazine advertising, we emphasized the fact that this was an annual book. In this way the woman who had received a copy of the book one year would be likely to want the latest edition and in this way we kept the housewife informed as to the latest developments in our field.

"For several years we received from 125,000 to 150,000 requests annually for this book.

"Naturally, this necessitated quite an expenditure for books and due to the efforts of a new sales manager who strongly advocated making a charge for all advertising literature because of the apparent success of one of the large electric companies in being able to enforce such a policy, it was decided to make a charge of ten cents for the book. The volume of inquiries, as a result of this action, rapidly dropped off about 75 per cent.

"In planning our 1927 advertising, realizing the importance of free literature, a compromise was

Consistent Advertising in the Florida Times-Union Brings Steady Sales Growth

Evidence of the pulling power of the Florida Times-Union and of the buying power of its readers is to be seen in the following letter from one of our most consistent advertisers, The E. C. Williamson Motor Company:

E. C. WILLIAMSON MOTOR COMPANY

DODGE BROTHERS
MOTOR VEHICLES
GRAHAM BROTHERS TRUCKS

10 S. ASHLEY STREET

JACKSONVILLE, FLORIDA

MAY 11, 1927.

MR. W. A. ELLIOTT,
FLORIDA TIMES UNION,
JACKSONVILLE, FLORIDA.

DEAR MR. ELLIOTT:

EXPERIENCE HAS TAUGHT US THAT ADVERTISING IS AN INVESTMENT, RATHER THAN AN EXPENSE, AND THE MONEY WE HAVE "INVESTED" THROUGH YOUR VALUABLE MEDIUM IS REPLIED IN THE STEADY GROWTH OF SALES OF DODGE BROTHERS MOTOR CARS AND GRAHAM BROTHERS TRUCKS EACH YEAR SINCE WE HAVE BEEN IN BUSINESS.

IT AFFORDS US A GREAT DEAL OF PLEASURE TO ADVISE YOU THAT OUR PLANS FOR THE FUTURE YEARS COMPREHEND A STEADY AND UNINTERRUPTED USE OF ADVERTISING SPACE IN THE FLORIDA TIMES UNION.

SINCERELY YOURS,

E. C. WILLIAMSON MOTOR CO.

E. C. Williamson



The Florida Times-Union

JACKSONVILLE, FLA.

reached by offering a free folder featuring our popular price line, and the ——— Book which features our de luxe line. A charge of ten cents is made for the latter book. The free folder has not had the result of increasing the number of inquiries and we are distributing practically as many copies of the ——— Book at ten cents as we are of the free folder. An interesting sidelight in this connection is that in selling the folder to our dealers at two cents a copy and the ——— Book at seven cents a copy, the sales of the latter are greater than those of the free folder in spite of the fact that the majority of dealers purchasing the ——— Book do not even handle the numbers which are featured therein.

BELIEVES NO CHARGE SHOULD BE MADE

"In view of all this experience, the writer has come to the conclusion that if a reply-to-inquiries booklet is to be offered, it should be elaborate enough to impress the person who receives it and absolutely no charge should be made for it, if a large number of inquiries are desired."

So much for the "free" side of the question. Now let's hear from those who advocate a charge price for the "reply-to-inquiries" booklet.

The Campfire Company, maker of Campfire Marshmallows, is getting more returns from its magazine advertising by charging for its sample package and recipe book, than when it offered both free. The company writes, "We have had as high as 5,000 and 6,000 direct inquiries per month for either our recipe book at four cents, or for our ten-cent package and recipe book for ten cents. We are highly pleased with the results in interesting women all over the country in improving their cooking through the use of Campfire Marshmallows."

Then there is the Armstrong Cork Company, Linoleum Division. It used to offer its twenty-four page booklet, "The Attractive Home," free. It says there are three reasons why it decided to

change to a charge price of ten cents:

"The first was that we found that quite a number of school teachers watched the magazines for free booklet offers and sent in lists of students' names for whom they wanted advertising literature. Also, home extension workers and a lot of other people felt that because the booklet was offered free in the magazines they could write us and ask us to send 100 or 200 copies and we would, of course, be glad to send that number to them.

"The second reason was that our free offer brought in so many inquiries that the cost of handling these inquiries grew to very large proportions. Our own analysis showed that not all of these inquiries came from people who were really interested. Merchants do not show much of an inclination to follow up free-booklet inquiries.

"Third, we thought, therefore, that by making a ten-cent charge on a thirty-five cent book we would sift out persons who were not interested and we also felt that the merchants would be much more likely to give attention to inquiries concerning which the persons writing us have already shown good faith to the extent of ten cents.

"The interesting thing is that our magazine inquiries did not fall off more than 33 per cent when we changed to a ten-cent offer.

"However, our booklet offered in newspapers brought in only a third as many inquiries at ten cents as when the offer was a free one. The interesting development is that in the ten-cent offer apparently a larger percentage of those people who wrote us for our booklet also asked questions which indicated they were interested and a larger percentage have availed themselves of the services of our Bureau of Interior Decoration, offered to people who are considering linoleum floors for their homes.

"Our booklet offer is not a main part of our program of advertising. We usually place it at the end of the advertisement so that if the person has read that far she may be really interested and

COSMOPOLITAN

Announces

THE APPOINTMENT

of

WARREN G. AGRY

TO THE
WESTERN SALES STAFF

Chicago

“SELL IT IN THE ALAY

WHO'S WHO

in New York's

Golden Suburbs

RESIDENTS of the Golden Suburbs include the most valued customers of New York's retail stores—and the best customers of manufacturers whose products New York's merchants sell.

From 1920 to 1925 Census figures reveal a gain of population in New York's 50-mile suburban territory of 438,470. Almost double the net total increase in all of New York City! Advertisers who follow increase of population for increase of sales are making the most of their exceptional opportunity in The Golden Suburbs.

Day after day this increasing number of residents of the Golden Suburbs flock to New York.

Day after day these same residents provision their homes locally—place large orders with local groceries and drug stores—become steady quantity-customers of national advertisers who sell through local groceries and drug stores.

Unquestionably, to sell the increasing number of suburban dwellers you must advertise in the newspaper that reaches the most homes there—and shows the largest increases.

Where Circulation Counts

In the 50-mile suburban territory alone, the Sunday New York

American has a circulation of 283,807—more than all three other standard Sunday newspapers combined—more than all New York standard weekday morning newspapers combined—more than all New York standard evening newspapers combined. Its suburban coverage is unrivalled—shows regular and tremendous increases. During the past 4½ years the Sunday New York American has gained over 2½ times more circulation in 50-mile suburban territory than all three other standard Sunday newspapers added together. Its growth parallels the rapid growth of population in The Golden Suburbs.

Everywhere in and around New York, the Sunday New York American dominates. Of its 1,120,022 circulation, 772,747 are in Metropolitan New York—40 per cent of the total circulation of all four standard Sunday newspapers. The largest metropolitan circulation of any standard newspaper in America—morning, evening or Sunday.

What About Quality?

In Westchester, Suffolk and Nassau*, the three wealthiest buying counties in America, the Sunday New York American reaches as many homes as the next two standard Sunday newspapers added to-

geth
part

Th
reac
come
tion
high
circu

NEW Y
834 Br

ANY HOME NEWSPAPER"



gether. And these counties form a part of The Golden Suburbs.

The Sunday New York American reaches as many families in all income groups as any million circulation—more, proportionately, in the higher income groups than smaller circulations.

Readers pay ten cents for it—over 50 per cent more than for other Sunday newspapers. Why? Because it is worth more, also because it interests the entire family—many, instead of one reader. When more of the family are at home.

To reach your market—to sell your product—Sunday is the day, the home is the place, and the Sunday New York American is the newspaper

SUNDAY A. B. C.—1,120,022

*In Westchester, Suffolk and Nassau, the three richest suburban counties in America, the Sunday New York American reaches more than 50 per cent of the native white families.

In these counties there are 66,774 income tax payers, 115 golf courses, 156,278 owners of passenger cars.

In the Sunday New York American you reach *actually* many more of these people than in any other New York newspaper—morning, evening or Sunday.

Sunday New York American

"The Backbone of New York Advertising"

NEW YORK
834 Broadway

CHICAGO
35 E. Wacker Drive

BOSTON
5 Winthrop Square

SAN FRANCISCO
Monadnock Building



Alabama Swings Into A Snappy Fall Stride!

Fall Business in Alabama will be good—just mark that down for a fact.

Crop conditions throughout the state were never better at this time of the year. Advancing cotton prices, new highway construction and other public improvements announced for the near future are giving impetus to business in every line.

In Birmingham the iron and steel industries show increasing activity. Tennessee Coal, Iron and Railroad Company (U. S. Steel) plants, after several weeks of idleness for repairs and replacements are again in full operation, and the tonnage of unfilled orders of the U. S. Steel Corporation shows a good increase.

Coal production is increasing—coke demand is showing renewed life—there is improvement in the demand for cast iron pipe. Retail merchants are making their plans for an active selling season. Everybody is "getting set" for a good Fall business.

ALABAMA—BIRMINGHAM—FORM A RICH AND RESPONSIVE MARKET. THE "SURVEY," A THOROUGH ANALYSIS OF THE NEWSPAPER SITUATION IN BIRMINGHAM, WITH MUCH VALUABLE INFORMATION CONCERNING THE WEALTH AND SIZE OF THE CITY, SUBURBAN AND STATE-WIDE MARKETS, TELLS HOW YOU MAY COVER THIS FERTILE FIELD MOST PROFITABLY AND ECONOMICALLY. SEND FOR IT AND LEARN THE FACTS.

The Birmingham News

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

NATIONAL REPRESENTATIVES

KELLY-SMITH CO., New York, Chicago, Boston, Philadelphia

J. C. HARRIS, Jr., Atlanta

write to us. If we were seeking primarily to develop inquiries we would feature the booklet in the illustrations and play it up in our advertising and I suppose we could get ten times as many inquiries as we do, although we average about 5,000 magazine inquiries per month as it is."

The Dennison Mfg. Company, manufacturer of paper tags, paper novelties, etc., contributes some very interesting data. It has been unusually successful in the distribution of booklets for which a charge is made. Since 1922, when they were first issued, almost 3,000,000 copies of six instruction books, giving directions for making articles of Dennison materials, have been sold. Many of these booklets have been sold by mail, through advertisements in national magazines, while a large distribution has also been made through dealers.

During the last five years the company has sold at ten cents a copy, 1,700,000 copies of booklets giving suggestions for parties.

Referring to the national magazine advertising in which these various publications are featured, the Dennison company says: "By means of coupons and through a mail-order type of appeal in the copy we have brought down our cost per inquiry as follows:

1918	\$8.33
1919	1.03
192087
192151
192248
192338
192439
192539
192626

The R. T. French Company, French's mustard, has an attractive recipe book which it sends out only on request. These requests come from two principal sources. One is a coupon which is part of a little folder packed in the mustard carton. The other is a coupon in its advertisements in women's magazines. These advertisements appear each month from February to November.

The French company should really not be included in the group which flat-footedly endorses a

charge price for a booklet. But it has just had an interesting experience which showed that in its own case at least, just as many inquiries could be secured by charging as by offering a booklet free. It says:

"Prior to February of this year, we had for several years mentioned on both forms of coupons that the recipe book would be sent for four cents in stamps to cover cost of mailing. Beginning with our advertising coupon this year, we have offered to send it free, and the offer was also changed on the coupon used in the packages, but this, of course, could not become effective quite so quickly.

"Our reason for asking for the four cents in postage was that we would discourage that class who are supposed to answer all advertisements and get whatever they can for nothing, and that we would only interest those who were willing to pay the trifling sum of four cents for an attractive and useful recipe book.

"The results of the two plans are interesting, in that we can see practically no difference in the number of requests received. We thought we would be receiving a great many more requests if we offered to send the book free, but that has not proved to be true, as yet.

"Our advertising is well under way for this season and the requests are coming in from that source in practically the same number as heretofore. Possibly, the free offer of the package coupon has not been long enough in circulation to give a fair test of the responses from that source, but if the free offer does not have a greater appeal to magazine readers, it is not probable that it will have a greater appeal to those who have purchased French's mustard and who find the free offer on the coupon enclosed."

The Russia Cement Company, maker of LePage's Glue, adds to the evidence in favor of the charge price, and I will close this symposium with an excerpt from its interesting letter:

"In offering our 'Gesso-Craft

Book,' which in 1922 was the LePage's Craft Book, we offered this free for the first three months. We thought our returns were exceptionally good, because we had never used keyed advertising or offered anything for a prospective purchaser to 'nibble' at. Therefore we felt that in offering this booklet free, the returns were very fine indeed.

"However, after three months we decided to see what reaction we would get if we asked that ten cents (in coin or stamps) be sent for this book. Almost immediately the returns trebled. Ever since that time we have always sold these booklets, through the coupons in our advertising, at this price, and the cost of inquiries each year has been reduced.

"You may be sure that people are seemingly more anxious to send for an article at ten cents than to send for something free. This may be due to the fact that 'free' stuff has been overworked."

Certain-teed Reports Record Net Income

The Certain-teed Products Corporation, New York, Certain-teed roofing products, reports a net income for the six months ended June 30, 1927, after Federal taxes and charges, of \$1,125,573, against \$1,120,420 in the corresponding period of last year and \$1,008,228 in the corresponding period of 1925.

In the comparative balance sheet of June 30, good-will, patents, trade-marks, etc., are listed at a value of \$1.

The gross and net profits were the largest of any first half-year in the history of the company, according to George M. Brown, president.

J. A. Thorson with Sundstrand Engineering Company

J. A. Thorson has been elected vice-president and assistant to the general manager of the Sundstrand Engineering Company, Rockford, Ill., manufacturer of the Sundstrand heater. He was formerly vice-president of the Western Advertising Agency, Inc., Racine, Wis.

Electric Toy Train Account to Newark Agency

The Dorfan Company, Newark, N. J., manufacturer of the Loco-builder Take-apart electric toy trains and accessories, has appointed the Joseph E. Hanson Company, advertising agency of that city, to direct its advertising account.

Swiss Makers Re-name Product "Switzerland Cheese"

Swiss cheese, made in Switzerland, will hereafter be known as Switzerland cheese and will have this designation stamped on the rind of the cheese. To acquaint the public with this method of distinguishing genuine Swiss cheese, the Switzerland Cheese Association has appointed N. W. Ayer & Son, advertising agency, to direct a national advertising campaign in the United States.

The change in the name to Switzerland cheese was made necessary because of increasing shipments to the United States of the Swiss type of cheese made in other European countries. The new name has been recorded with the International Patent Union and the United States Patent Office.

The campaign will extend over a period of three years and will use full pages, in four colors, in national magazines and in restaurant trade papers.

Radio Foundation and Sparton Electric Merge

The Radio Foundation, Inc., and the Sparton Electric Corporation, manufacturers of radio equipment, both of New York, have consolidated under the name of the former. Eugene A. Widmann is president of the new company. Sanford Samuel is vice-president and Ernest Alschuler, secretary-treasurer.

"Food and Health Education" to Change Name

Beginning with the October issue, *Food and Health Education*, New York, will be known as *The Home Economist*. The editorial contents of this publication will be broadened to conform with the wider field indicated by the new title.

Jesse Blythe with Missouri Utility Committee

Jesse Blythe has been appointed assistant director of the Missouri Committee on Public Utility Information. He was formerly with the John Ring, Jr., Advertising Company, Inc., St. Louis.

Joins Walter C. McMillan, Inc.

Walter C. McMillan, Inc., New York, color inserts, has appointed W. Frederick Willcox as Western manager of the National Shelter Group Color Service. His headquarters will be at Chicago.

Appoint Scheerer, Inc.

The Sault Ste. Marie, Mich., *News* and the Rochester, Ind., *News-Sentinel* have appointed Scheerer, Inc., publishers' representative, to represent them in the national advertising field.

A ROTOGRAVURE Advertiser's Story

THE CANADA DRY GINGER ALE, Incorporated, used rotogravure advertising for the first time in The New York Times Rotogravure Picture Section on April 29, 1923. In a letter dated August 31, 1927, this Company says:

"Results from that advertisement were so remarkable we determined to give rotogravure preference for future advertising wherever possible. Consistently adhering to that decision, we now use it from coast to coast."

"The pulling power of that first advertisement in The New York Times was so convincing that in the short period we have been in business, approximately a million dollars have been spent in this form of advertising."

The New York Times, pioneer in the rotogravure field in the United States, leads all publications throughout the world in volume of rotogravure advertising. The Times published 838,592 agate lines in eight months this year, over half a million lines more than any other New York newspaper.

The New York Times

Numbers for Models Better Than Names, Says Victor

Why the Victor Company Now Designates Its Victrola Models by Numbers Instead of by Names as It Formerly Did

By Roy A. Forbes

Manager of Sales and Merchandise, Victor Talking Machine Company

THERE appeared in PRINTERS' INK not long ago an article setting forth a number of reasons why it is more advisable to assign names to the different models in a manufacturer's line than to give them numbers. Those reasons included such as, names give a line personality, they reveal the purpose of a product better than a number, they create individuality and are easier to remember, and better copy can be written for a name than a number inspires. Examples were quoted, among them Walworth "Household" Stillson Wrenches, "The New Big Hoover" Suction Sweeper, Truly Warner's hats, the members of the "Westclox" family, such as "Big Ben," "Pocket Ben," "Baby Ben," "Jack O'Lantern," etc., and the names given by a certain railroad to its freight trains, "The Gas Wagon," "The Ironmaster," and the like. Only one objection to the naming system was mentioned, i. e., the extra amount of printing ink and paper which it would require and which, with the numbering system, would be saved.

Inasmuch as our company has been using names to designate our various instrument models, such as the Credenza, Grenada, Colony, and the like, which names we featured in our advertisements and literature, and is now changing to a system of numbers, it will probably interest other advertisers who have a problem of this sort to struggle with to know our reasons for making the change.

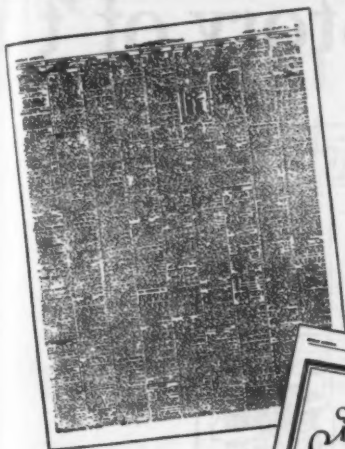
The fundamental reason for our dropping the use of names was that the use of any name, other than the term Victrola, or Orthophonic Victrola, endangered the identity of our product. Customers would ask for our various models by the names we had given them, such as the Credenza or the Colony, and

omit to specify that it was a "Victrola Credenza" in which they were interested. Another reason was that the multiplicity of names with which our line of instruments soon came to be encumbered began to breed confusion. Our change from the old Victrola to the new "Orthophonic" made it necessary for us to advertise the new instrument as the "Orthophonic Victrola." When we added another designation to this and attempted to persuade the public to ask for a "Credenza Orthophonic Victrola," the public would invariably drop the familiar part of the term and ask for a "Credenza."

A DEPARTMENT OF NAMES

Besides these two serious objections to the use of names, there were a number of others. Because we could not protect these secondary names, there was no way in which we could prevent other manufacturers or dealers from using them. The difficulties of finding a new name each time we brought out a new model increased as time went on until names which were not in use were next to impossible to find. The work involved in keeping track of these names and trying to find new ones would have soon made it imperative for us to create a department for this purpose. Moreover, cases had occurred where we had unknowingly adopted names already in use. In a few instances, we had been threatened with law suits. One individual who claimed a name we had adopted was already his property offered to let us keep the name if we would pay him 50 cents an instrument on all such named instruments we sold.

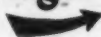
The use of numbers instead of names for designating our different models avoids all the difficulties



635
Want Ad
Advertisers
Used
THIS Page



1
Display
Advertiser
Used
THIS Page



The Los Angeles Times prints more classified advertising and more display advertising than any other Los Angeles newspaper. This is because advertisers both great and small have discovered that Southern California *buys through the home*. They use The Times in order to get the largest home-delivered circulation in the field.

Los Angeles Times

Eastern Representative:
Williams, Lawrence & Cramer Co.
 360 N. Michigan Blvd. 285 Madison Ave.
 Chicago New York

Pacific Coast Representative
R. J. Bidwell Company
 742 Market St. White Henry Stuart Bld.
 San Francisco Seattle

ne "Cartoon Strip"

in National Advertising



If you'll take the time to question any veteran cigarette jobber or dealer these days, he'll tell you that no cigarette advertising in his memory ever produced quicker or more widespread consumer-response than has the present "cartoon-strip" series for OLD GOLD cigarettes.

And thereby lurks an interesting advertising story.

The "cartoon-strip" idea was first tested by Lorillard in a campaign for Old Virginia Cheroots—prepared by the undersigned advertising agency in the summer of 1924.

Clothed in droll and whimsical pictures by Rea Irvin, was a hard-hitting selling message for these famously good little cigars. And results were rapid and remarkable.

So when Lorillard launched its new cigarette, OLD GOLD, the "cartoon-strip" idea was logically adopted as the fastest copy-vehicle for flashing to the multitude the biggest cigarette story of all time—"not a cough in a carload."

The unexampled success of the OLD GOLD cartoon advertising proves, once more, that *Readability* . . . easy and assured readability . . . is the first and foremost essential in an effective advertisement.

CLIENTS: INTERNATIONAL SILVER COMPANY (1847 ROGERS BROS. Silverplate); BAUER & BLACK; ELGIN NATIONAL WATCH CO.; F. LORILLARD CO.; THE HOUSE OF KUPPENHEIMER; SCRIPPS-HOWARD NEWSPAPERS; REID, MURDOCH & CO. (for 1928)

LENNEN & MITCHELL, Inc.

An advertising agency serving a limited number of large-volume advertisers

17 EAST 45TH STREET, NEW YORK CITY



referred to and has a number of advantages that are unique and peculiar to the numbering system. Chief among them is the very point which led us two years ago, to reject it for use in our advertising in favor of names, i.e., its impersonal character. When linked with the name Orthophonic Victrola it detracts nothing from that name but rather emphasizes its importance, as "The Orthophonic Victrola Model Four-Three." Another point is that we have always used numbers for designating our models in the factory, in entering shipping orders and in our billing. The change from names to numbers in our advertising was therefore easy and natural. It is simplifying our work all around. At first, our distributors and retailers showed some disinclination to adopt the change but after some months of trial, no criticism has been heard, nor has there been any claim that sales have been unfavorably affected.

We have been obliged to make the change in our advertising very gradually because of models on hand with the dealers. As new instruments come through they are known by the number only. Victor advertising from now on will feature all models by numbers, as, "The Orthophonic Victrola, Model Four-Six," etc.

Made Western Representative of "The Gentlewoman"

Willard E. Stevens, recently on the Western staff of the *Shrine Magazine*, has been appointed Western representative of *The Gentlewoman*, New York. He was at one time Western manager of *Farm and Home*. His headquarters are at Chicago.

O. C. Mosley Joins "The American Weekly"

Otto C. Mosley, for the last six years secretary of The Manternach Company, Hartford, Conn., advertising agency, has joined the Chicago staff of *The American Weekly*.

Harry H. Packer Buys Amsterdam Advertising Company

The Harry H. Packer Company, Cleveland, outdoor advertising, has bought the Amsterdam Advertising Company, Amsterdam, N. Y.

Complaints against Pennsylvania Railroad Unfounded

THE PENNSYLVANIA RAILROAD
PHILADELPHIA, Aug. 30, 1927

Editor of PRINTERS' INK:

On page 74 of the July 14 issue of PRINTERS' INK appeared a letter signed W. A. Simonson, general manager of Pridwin Industries, Anderson, Ind., under the headline "Agrees That Railroad Sales Efforts Need Improvements." In this letter Mr. Simonson states that his business at Anderson, Ind., had called upon several railroads, including the Pennsylvania, "to get rates" and that "to date no representative of any railroad sales department has shown any interest."

Following the publication of this letter a division freight agent of the Pennsylvania Railroad called upon Mr. Simonson and found that insofar as the Pennsylvania Railroad was concerned the complaints presented in Mr. Simonson's letter to the editor of PRINTERS' INK were entirely unfounded.

Inasmuch as Mr. Simonson specifically mentions the Pennsylvania Railroad in his letter, I am sure that you will want to give equal prominence in PRINTERS' INK to the fact that his complaint had nothing whatever to do with the Pennsylvania Railroad.

THE PENNSYLVANIA RAILROAD
C. B. SUDBOROUGH,
General Traffic Manager.

G. F. Nolan, Vice-President, Andrew Cone Agency

George F. Nolan, recently with the New York office of the United States Advertising Corporation, Toledo, Ohio, has been appointed executive vice-president of the Andrew Cone General Advertising Agency, New York. He was, at one time, with the Charles F. W. Nichols Company, Inc., Chicago.

Charles C. Baldwin has been appointed copy director of the Andrew Cone agency. He was formerly with Albert Frank & Company, Inc., New York, and with Eastman, Scott & Company, Atlanta.

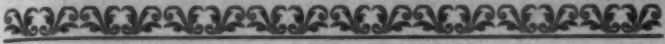
Reptile Leather Account to Hanff-Metzger

Alpina, Inc., Berne, Switzerland, manufacturer of snake, lizard and other reptile leathers, has placed its advertising account with Hanff-Metzger, Inc., New York advertising agency. F. Hecht & Company, New York, are the American representatives of Alpina, Inc.

G. E. Hatch Joins O. S. Tyson Agency

George E. Hatch has been added to the staff of O. S. Tyson & Company, Inc., New York advertising agency. He was recently with the service department of the McGraw-Hill Publishing Company, New York.

7




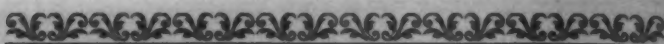
44%

INCREASE

for

OCTOBER






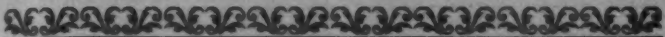
MANUFACTURERS who make the goods that women want to buy will be interested in knowing that Delineator shows another large increase in advertising lineage.

The October issue closed with an increase of

44%

compared with the October issue of a year ago.






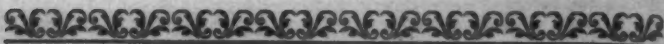
*D*elineator now is really an excellent and profitable magazine in which to invest your advertising dollars.

Starting a year ago Delineator sought and found a distinct place for itself.

As everybody knows, style has become the most important element in influencing the American woman's purchases.

And while Delineator is as practical, as useful, as a magazine can be made, it has, in addition,





an atmosphere all its own. It is
"styled". It is the one magazine
of large circulation that is smart.

Its purpose—to further the Art
of Gracious Living—is simply a
reflection of the American
woman's own present and in-
creasing purpose.

*And every month more advertisers
are cooperating with Delineator
in this purpose.*

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY



Wh

The Si
Be

COM
ing
quickly
tured
ing ad
Times
to read
tle two
the sec
ished
in Pr
("Wh
Use?"
larges
buy, v
me a
need
order
A
front
about
who
Atlan
little
young
try it
ple b
gripp
news
lic w
Lindl
for E
with
prayi
size
more
comp
is th
popu
coura
dence
comp
these
even
Th
verti
yet
man
shou
wood
will
sage.

Why Not Be Interesting Instead of Dominating?

The Size of the Message and the Size of the Advertiser Must Also Be Considered When the Size of the Space Is Up for Discussion

By F. R. Coutant

COMING in to work this morning I noticed several men who quickly scanned prominently featured news stories and "dominating advertising" in the *New York Times*; then turned several pages to read Will Rogers' sparkling little two-inch daily telegram back in the second section. I had just finished reading Mac Martin's article in *PRINTERS' INK* of August 18 ("What Size Space Shall We Use?") advocating the use of the largest space an advertiser can buy, when Will Rogers proved, to me at least, that after all one need not shout to the public in order to be heard.

A few months ago newspaper front pages featured big stories about well-press-agented flyers who were preparing to leap the Atlantic. Then came a series of little paragraphs about a nervy youngster speeding eastward to try it alone. Apparently many people began reading those brief but gripping dispatches, for soon the news editors sensed that the public wanted to know more about Lindbergh. When the boy set out for Paris, why were we all flying with him, sharing his dangers, praying for him to win? It wasn't size of space that made Lindy more appealing than his famous competitors. It was what the man is that made him immeasurably popular. His modesty; his quiet courage; his unassuming confidence that big deeds could be accomplished without big capital—these made him a great favorite even before he started his flight.

The parallel holds good in advertising. I do not believe we have yet reached the point where the man with a better mouse trap should be frightened back into the woods because buyers of big space will drown his humble little message. Neither do I believe that big

advertisers want that day ever to come in the markets where they buy for their own needs.

Europeans hold the same opinion of us that is expressed by Mac Martin—that the things Americans appreciate most are "bigness" and "newness." Fortunately, there are plenty of examples of successful advertisers who started small and grew big to prove that the American public is appreciative and discerning; that it will reject some advertisers who buy "dominating space" and seek out more modest firms whose advertising is written in a tone that they like and who offer goods they like.

HAS YOUR ADVERTISING GOT "IT"?

Take the case of two shoe manufacturers—W. L. Douglas and another. For two or three years the unnamed manufacturer ran "dominating" shoe advertising, and his big spreads undoubtedly attracted a great deal of popular attention; perhaps they even caught that illusive will-o'-the-wisp, "dealer influence." Meanwhile, W. L. Douglas advertising pursued the same soft and even tenor it has sung for years, undaunted by the big bass voice of the other maker of shoes. Perhaps some good reader knows why the latter quit while Douglas goes on like the eternal brook. I'm sure I don't, but I suspect that people bought more Douglas shoes than the other kind. Maybe the advertising of the company that goes unnamed in this paragraph didn't contain the *it* of advertising; that kind of S. A. which we call Sales Appeal.

There are many wrecks in advertising to prove that it is better to be a polite advertiser than to adopt the traveling Englishman's idea that anyone can understand

you if you holler loud enough. The old custom of throwing snowballs at high hats is a human instinct that many new advertisers forget to count upon. Big advertisers who grew up with the public are friends of the family and immune from this snowballing. But when a jostling, boastful new advertiser tries to win popular approval by sheer weight of space—look out for snowballs!

If it is true, as Mac Martin says, that "the page unit in advertising is the most economical and resultful," why do those veteran coupon seekers, International Correspondence Schools, persist in using single columns? They have tried pages, and have gone back to smaller units, apparently because their type of story can be made appealing in single columns.

BEWITCHING—NOT DOMINATING

On the other hand, Coral Gables, cited as an example of successful big advertising, proves again that the page is not always the most efficient unit. It took two pages to tell that story. If you think that is a waste, try rewriting one of their spreads in smaller space and see how much of the interest is taken out by the cutting. The message needed the space that was bought to tell it in. Notice, too, that in spite of the big space, Coral Gables was both polite and interesting. It would have been like hurling bricks at a beautiful vision to snowball Coral Gables. Dominating? That's an ugly word; too much like "domineering." The campaign was bewitching.

Dr. Scott's tests with college students to determine the value of various size space units are like a test recently made among stenographers. Not one in fifteen had ever heard of a baby food that has been advertised for about fifty years and is selling to exceed \$10,000,000 a year. What of it? The time will come when the girls will read baby food advertisements, and Dr. Scott's boys will then read small advertisements about Minneapolis Heat Regulators, even if they have to pass up reading enchanting Coral Gables

advertisement so as to find time.

In place of Mr. Martin's rule that the page is always best, would it not be better to determine what the message is to be, and then decide what space is needed to tell it adequately? Isn't it reverse logic to say to the salesman-who-writes "I don't know what you're going to write about; I don't even know whether you have anything to say that is worth the public's time to read—but here's a page of space to be filled up with words?" Would you hand an artist a three-by-four canvas and say, "I want a painting that size?" Or would you first consult with him as to whether he is going to paint a banquet scene with twenty figures or just a picture of the roast beef? Some mighty fine copy writers are helping media men plan their schedules these days, and the advertisements fit the space better because of this co-operation.

Another factor in determining the proper size of space is the difference in the responsiveness of readers among periodicals of about equal prestige. Should two periodicals on a list receive the same amount of space when experience has shown that advertising in No. 1 brings twice as much business as in No. 2? Isn't it better practice to give No. 1 full pages and No. 2 half pages? Or would the advocates of full pages make a choice between eliminating No. 2 entirely or paying twice as much for the extra business it brings?

Does the rate a publication charges for space have anything to do with whether or not a page is the "most economical unit" in that publication? Coupon advertisers seem to believe that it does.

One theory that seems fallacious to me is that it is worth while for a small company to bluff the public into thinking it is a big and solid one by using impressive space for a year or two. Will all advertising men who have never urged or permitted some client to try this on the public please hold up their hands? Thank you, gentlemen—I knew there must be one or two around somewhere.

There are plenty of fine, sound



Sept. 8, 1927

PRINTERS' INK

71

More Than
195,000
Daily

Los Angeles Examiner

More Than
425,000
Sunday

"The Greatest Salesman in the West"

5c. DAILY

SEPTEMBER 8, 1927

10c. SUNDAY

THREE INVESTIGATIONS SHOW STRONG EXAMINER READERSHIP

Varied Interests

On "Prefer" List

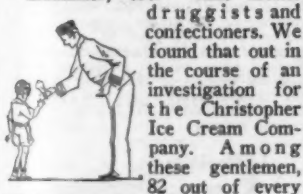
SPEAKING of readership, we've been doing some interesting research work among various groups that ought to make you space-buyers sit up and take notice.

For instance, we've found that 88 out of every 100 of the financial giants that rule Los Angeles' "Wall Street," read The Los Angeles Examiner! And, on top of that, 76% of them are regular subscribers.

It doesn't take much of an analyst to tell you what that means to ALL advertisers—not only those who are floating bond issues!

More "Warm" Friends

ICE CREAM dealers read The Examiner, too. That means



druggists and confectioners. We found that out in the course of an investigation for the Christopher Ice Cream Company. Among these gentlemen, 82 out of every

100 is the reader-figure. That's live information for advertisers to whom it's important that the dealer be sold, as well as the ultimate consumer.

Subscribers Count Most

A MORTGAGE and trust company in Los Angeles recently asked its 100 employees what papers they read, and what papers they subscribed to. The Examiner showed 19 subscribers against the other morning paper's 13, and the near-est's P. M.'s 6. One afternoon

Velva Darling

TWO years ago she was writing for the college paper—at Stanford University. Today, International Syndicate sends her column throughout the Nation.

That's Velva Darling's rapid rise, since The Examiner in Los Angeles discovered her, as it has many others, and introduced her two-edged feature, "Sometimes I Think It Does, but Sometimes I Think It Doesn't."



Velva Darling

Incidentally, she's the youngest woman feature writer in the country. And she does her work in a small town half-way between Los Angeles and San Francisco, in the shade of a grape-arbor.

They Can Buy It Here!

THE National Bureau of Economic Research, the Dartnell Corporation, and H. G. Weaver, Assistant Director of the Sales Section of the General Motors Corporation, are agreed on one thing!

The average annual per capita income in California is higher than anywhere else in the Nation. Weaver fixes L. A. County's figure at \$1,107 per year per person; The Economic Bureau gives the State's figure, per capita, at \$926, excluding the farm population; Dartnell puts a "quality" average of 327 on Los Angeles County—far above any other in America.

paper showed a preponderance of street sales. We mention that for what it is worth, while still pointing out that The Examiner, in Los Angeles, has the largest home-delivered circulation of ANY newspaper.

reasons why prominent firms with wide markets should use full pages and color pages to put across their messages. It is not bluff for Victor to buy back covers at high prices—but Victor began, I am told, with a small appropriation and grew normally. The public does like the successful firms that have earned their way to top positions, to be big advertisers—no doubt about that.

It does not seem possible to me to work out a formula that will furnish easy and accurate answers to the questions of "What size space?" "How many publications?" and "How many insertions?"—particularly when you try to consider them entirely apart from the question "What goes in the space after it is selected?"

Each account furnishes a new set of equations to be calculated. For a seed house, 28-line classified display advertisements in a long list of newspapers, may be profitable. For others, large color spreads every month, like Overland's one-magazine schedule, may reach practically all the market at an astonishingly low cost. Each case must be studied individually, even to the extent of making copy tests using different sizes of space.

As Mac Martin points out, there is precious little discussion of the reason why certain sizes of space are deemed best for each type of campaign. I think he has done us all a service by opening up this question. With all the wealth of experience different advertising men have gained, they can do great service to each other if they do no more than point out instances where wrong judgment in the selection of the space unit has clearly been responsible for the failure, or partial failure, of the advertising. But that, as I see it, is only the beginning of the real discussion of the space problem.

Just because the size of the space unit has not received the attention it merits, it does not follow that the balance can be rectified by attempting to discuss the point on the plane of abstract theory. Discussing the size of the space, without any consideration of what is going in it, seems to

me altogether like buying an automobile on its wheelbase and the width of its seats, without any consideration of what is under the hood.

Merged Shirt Companies Appoint United Agency

The L. Needles-Brooker Company, Philadelphia, shirt manufacturer, has been merged with the Samuel Sternberger Company, also of Philadelphia, manufacturer of Eclipse shirts. The new company will be known as the Eclipse-Needles Company.

The United Advertising Agency, Inc., New York, has been appointed to direct the advertising account of the merged company. A consumer and business paper advertising campaign is being prepared.

New Accounts for Stanley H. Jack Agency

Pycopé, Inc., Joplin, Mo., manufacturer of Pycopé tooth powder and tooth brushes, has placed its advertising account with The Stanley H. Jack Company, Inc., Omaha, Nebr., advertising agency. Plans call for the use of newspapers.

The Lifol Company, Tulsa, Okla., manufacturer of Lifol tonic shampoo, has also appointed The Stanley H. Jack Company, Inc., to direct its advertising account.

Ingersoll-Rand Reports Net Profit

The Ingersoll-Rand Company, New York, and subsidiaries, mining and contracting machinery, report for the six months ended June 30, 1927, a net profit of \$3,533,276, after charges and Federal taxes, against \$3,980,409 in the first six months of 1926. Net profit for the second quarter of 1927 was \$1,877,564, against \$1,655,713 in the preceding quarter.

J. R. Waters, Jr., with Cosmetic Distributor

J. Robert Waters, Jr., has become field and sales manager of the La Oma Agency, which has been organized at Belington, W. Va., as a direct selling organization for cosmetics. For the last four years he has been manager of wholesale sales of the Fox Grocery Company, Charleroi, Pa.

E. M. Nerdrum Joins New Haven Agency

E. M. Nerdrum has joined The Stedford Pitt Company, New Haven, Conn., advertising agency, as an account executive and special service manager. He was formerly with the Dennison Manufacturing Company, Framingham, Mass., and the New Haven Paper Company.

NEWS

Transmission
Distribution
Substation
Industrial Lighting
Industrial Plant Electrification
Industrial Heating
Material Handling
Signal Systems

Which the Electrical Industry is Eagerly Awaiting

FOR several months *Electrical World's* 16 staff editors have been out in the field gathering data and information—reviewing new practices and developments in Design and Construction with particular attention to transmission and distribution lines, substations, and electrical modernization of industry.

The subject is one of unquestioned importance and interest to the entire electrical industry. *Electrical World* has again pioneered in sensing the need for data on these topics and in willingly undertaking the difficult and costly task of collecting, digesting, and publishing the material.

October 1st has been definitely set as the date for *Electrical World's* Design and Construction Issue.

Because of the interest which the Industry has in this subject and the originality, quantity, and value of the data presented, the Design and Construction Issue offers an exceptional advertising opportunity to manufacturers of electrical products selling to industry and to the central station field.

Let us help you work out a copy slant which will tie in with this big theme.

Advertising forms close September 24th. Make your reservation now.



Design and Construction Issue

ELECTRICAL WORLD

A McGraw-Hill Publication

Tenth Ave. at 36th St.

NEW YORK CITY



427 national advertisers have placed This
orders for space in Collier's for the volu
first six months of 1928. 40 of these
are among the 75 advertisers who
lead all others in yearly magazine ad
expenditures. Colli



the greatest volume
Collier's for one year

This represents by far the greatest
volume of advertising that has ever
been run in Collier's for any one year.

⌘ ⌘ ⌘

Another striking indication of
Collier's growth.

Do You Sell Them?



Do you sell the smaller town dealer?

Does he do a satisfactory volume for you?

In the urban market you buy advertising space in direct relation to the necessities of the situation. You realize that you must adequately support your outlets.

Why not apply the same logic to smaller town America? 700,000 families read and enjoy

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Advertising Manager* BATAVIA, ILLINOIS

Chicago Office

Rhodes & Leisnering, *Managers*
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office

A. H. Greener, *Manager*
116 West 39th Street
Room 823

CHARTER MEMBER OF AMERICAN HOME MAGAZINE PUBLISHERS

Why We Use Contests in Consumer Advertising

Although They Necessitate a Larger Total Advertising Expenditure,
They Actually Lower Advertising Costs When
Results Are Counted

By E. R. Ricketts

Vice-President, Cox Confectionery Company

WHEN a business hires salesmen it doesn't believe that its selling problems are over. It trains those men; guides them; helps them, and watches over them as long as they stay with the house. It does no end of detail work in order to make the efforts of those salesmen successful.

Advertising, it would seem, should have much the same treatment. An advertiser should not consider that his work as an advertiser is over as soon as a piece of copy is released to a publication, any more than he should expect that his sales work is over the minute he hires salesmen. There is more to selling than mere selection of salesmen and more to advertising than selection of the right copy.

The temptation to believe that what goes into an advertisement is the only thing that counts is strong. So strong, in fact, is this temptation, that far too often an advertiser will put all of his extra money and effort into the job of selecting and preparing the copy only to find himself blind to the possibilities that exist for him after the advertisement has made its bow to the public.

Our experience with advertising has shown us that the more detail work we are willing to do after an advertisement appears, the greater are the possibilities for better returns from that advertisement for us. We also have learned that willingness to make additional investments in follow-up advertising such as direct mail, window and store display, count heavily in getting better returns on our big advertising expenditures.

All that advertising can do for a business such as ours is to make it well and favorably known to the candy buying public throughout

the country to such an extent that it will favorably remember the name of our product—Romance Chocolates—when it wants candy. The job, then, is to get the greatest possible number of people to think favorably of us.

When we first became a national advertiser we went through an experience that I imagine is common to almost every advertiser. We told the public about our factory; how clean it was, and how the sunshine came in through its large windows. We told the public about our product; how we used only materials of the highest quality, and how we turned out a product that was the result of skill and experience. It has taken years to build our business. We were proud of that business. We thought we could share that pride with the public by telling it about our accomplishments and that we would, in turn, be rewarded by more patronage from that public.

We have since found out that the public is only interested in itself and that the only way to interest it in our product is to do something for those who read our advertising. In other words, to give the public something in return for its willingness to read about what we have to sell. So far as we can discover, the best way to do such a job is to use a contest.

We have recently closed our second nationally advertised contest. It was a contest, which, like our first, offered a trip to Hollywood as the prize. Like our first, it was linked closely with our product's name.

Today, in the minds of most people, Romance means the movies. Hollywood is the capital of the movies. Hence, Hollywood is Romance. The movies, through Hol-

lywood, seemed to be a good tie-up with our product.

The first contest called for the identification of the actors and actresses in certain romantic scenes taken from various photoplays. That contest brought in more than 20,000 pieces of mail from the public. People everywhere, it seemed to us, liked the idea. When the year was over we had a record-breaking sales volume.

This year the trip to Hollywood was offered for the most original, interesting and practical synopsis or plot for a moving picture based on a human experience in which a box of Romance Chocolates played an important part. (We are not letting the product be submerged in these contests.)

In planning this second contest we purposely took upon ourselves the responsibility for more detail work than we did in the first. That first contest had showed us the wisdom of seeking letters of inquiries from the public.

We had a booklet written by an authority in the motion picture world on "how to write for the movies." This booklet we offered to the public, in advertisements which announced the contest, in the following manner under an illustration of the booklet:

"How to Write for the Movies" may help you win the trip to Hollywood. It costs you nothing, for it is packed in every box of the famous Romance Selections at the regular price of one dollar."

We also announced that we would make the necessary effort to bring the prize-winning scenario to the attention of motion picture producers and that if accepted by any of them, the amount paid would be turned over to the author.

We sought and obtained testimonials on the contest and on our product from movie stars. We arranged complete window and store displays on the contest for retailers' windows; we created advertising for retailers in the form of newspaper cuts and movie slides, and we continually sold our jobbers' salesmen on the merit and value of the contest so that they would pass enthusiasm for it on to the retailers.

By the time the second contest was over we had received a very large number of requests for the Box of Romance Selections—the box that contained the booklet on "how to write for the movies." When you consider the inertia of the public this means that many others went direct to retailers and bought Romance Selections in order to get the booklet on "how to write for the movies." The year 1927 is turning out to be a greater sales year than 1926.

This contest type of advertising and our earlier type of advertising to the general public reached an audience running into millions according to publishers' circulation figures. In both instances we had the same basic opportunity—namely, the opportunity to flash the name of our product before the eyes of millions of people.

In the first type of campaign that was the only opportunity we had. No matter how much money we spent in the preparation of copy for that campaign, we could only hope, at the best, to give brief arguments that would win favor for us. In the contest type of campaign we had, in addition to that same opportunity to flash our name before the eyes of millions, the opportunity to get in closer touch with some part of those millions and give them an earful of selling talk on Romance Chocolates. The willingness to do extra work after the campaign started and to spend extra money gave us that advantage.

Now the question is: Is it worth while to spend all of the extra energy that must go into detail work in answering these many letters—quite an added strain on any organization—in order to talk straight into the ear of such a small part of the total audience you reach? Is it worth while to spend the extra money that these contests make it necessary for you to spend? Our answer is Yes, for it seems that one prospect who can be given an earful of sales talk and can be made to buy a sample of your product at \$1 is worth a hundred prospects before whom your name is flashed in different degrees of intensity.

K N O W N M E R I T



JOHN
LANGDON-DAVIES
Special Articles



Laying Down the Law to the Retail Price Cutter

"Get Your Profit or You Can't Have Merchandise," Is Theme of This Advertised Ultimatum to the Retail Trade

RETAIL druggists and others have been informed in plain English by the Kotex Company that they must maintain the retail price on Kotex at a figure that will insure a fair standardized profit. The company has done this in an effort to curb the growth of price-cutting in the drug trade which, as many manufacturers and jobbers believe, is fast running away with itself to the detriment of everybody concerned. In well-chosen words, it is now telling dealers, through business-paper advertisements, that they must not give away or throw away their profits on its product. If they persist in doing so, the company will exercise its rights, under the law, to refuse to sell them any more merchandise.

L. E. Meyer, advertising manager of the organization, has given to PRINTERS' INK the full text of the official statement on which current business-paper advertisements are based. Needless to say, the ultimatum—for such it is—has been prepared with scrupulous care. Every word of it has been scrutinized and weighed by lawyers to the end that it shall be well within the legal limitations. It is in the nature of a positive pledge by the manufacturer to "maintain, by every legal means, fair profits on Kotex for all dealers."

With the thought of protecting the great majority of dealers against the comparative few who sell this product on a no-profit basis in the mistaken idea that such a policy will build up profitable volume, the statement says:

Our attitude toward the price at which Kotex is to be sold has always been governed by a desire that our dealers make sufficient profit to warrant their pushing Kotex all the time.

Knowing Kotex for the leader it naturally is, many have sacrificed their profits on Kotex in order to bring in greater volume.

Evils have crept in through a false feeling of competition among dealers.

Others, whose volume in Kotex and other articles has been satisfactory, have feared this action on the part of rivals. So they met cuts, or increased them.

Cutting and counter-cutting have gone beyond bounds in many cities and towns.

If this practice continues, dealers will lose the confidence of their customers, not only with Kotex but with all nationally-advertised leaders. A moderate, occasional reduction in price will cease to be the unusual. Its true value will be forgotten.

Now we say to the trade—in your interest and in ours—*this practice must cease.*

Many of the dealers who are dissatisfied with the profit Kotex yields them, are themselves partly responsible for the situation.

They have lacked the courage to keep Kotex marked at a profitable price when some other dealer has put it a few pennies lower.

They have had no real knowledge of their actual overhead expense, their cost of doing business, when they have sacrificed their natural profit-makers beyond the point necessary to produce volume.

Firmly and sincerely we pledge ourselves to use every legal means to restore, in those cities and towns where prices are becoming demoralized, the true value of Kotex.

We point out our right, under the law, to determine to whom we shall sell. To whom we shall deny Kotex. A manufacturer may not control the sale of his product which a retailer may have already purchased, but he can, with or without cause, refuse to sell any dealer further merchandise at any time. This right will be exercised impartially.

The company presumably strongly resents a condition where a considerable portion of the benefits created by its advertising program are wasted. The tragic thing about waste is that profit is literally thrown away. If promiscuous price-cutting were to yield a profit to *anybody* it might possibly be justified on economic grounds.

The retail price of the product, 65 cents, is widely broadcast in general advertising. This fact makes the company feel all the more keenly the utter uselessness of tactics pursued by some dealers who prominently display it for sale at as low a figure as 43 cents or

The Los Angeles Evening Herald is the
Largest Daily Newspaper West of Missouri.

Circulation, 206,933

It is located in the largest city West of
Chicago—the Fifth City of the Nation.

Population, 1,300,000

This city is not only the largest in the West
—but it is the richest, per capita, metro-
politan market in America.

***Average Annual Family Income,
\$3240.00***

Therefore it naturally follows that The Los
Angeles Evening Herald carries a Greater
Volume of Advertising than any other
Daily Newspaper in the West.

***—and these facts should
be of interest to all
National Advertisers.***

Represented in

Chicago

by

JOHN H. LEDERER,
910 Hearst Bldg.

New York

by

HERBERT W. MOLONEY,
604 Times Bldg.

San Francisco

by

A. J. NORRIS HILL,
610 Hearst Bldg.

UNBROKE

for 76



The Oregonian

PORTLAND, OREGON

Circulation: Over 104,000 daily; over 154,000 Sunday

The Great Newspaper

DOMINANCE

A GOOD INDICATION of The Oregonian's dominance in Portland and the Oregon Market is its outstanding leadership in financial advertising. The Oregonian prints *more* advertising of financial houses and banks *than* all other Portland newspapers combined.

These figures for 1926 tell the story:

The Oregonian	35,085 inches
Second Paper	16,287 inches
Third Paper	11,208 inches
Fourth Paper	5,748 inches

In total advertising, as well, The Oregonian leads all other Portland newspapers. When successful advertisers want to influence Portland and the Oregon Market they use The Oregonian.

Years



Represented Nationally by VERREE & CONKLIN, Inc.

NEW YORK
Madison Ave.

CHICAGO
Steger Bldg.

DETROIT
Free Press Bldg.

SAN FRANCISCO
Monadnock Bldg.

day

the Pacific Northwest

even 39 cents. The company makes it plain, as will be seen from the foregoing, that it has no quarrel with the dealer who may occasionally cut the price a few cents for special sale purposes. This is recognized as being not only legitimate, but entirely sensible merchandising. But even this process is likely to bring about complications detrimental to profits. If one dealer makes a moderate cut, another may cut below him. And then the thing may degenerate into a price-cutting competition wherein a number of dealers may be selling the merchandise on a no profit basis or even at a loss.

The company is not disposed to be arbitrary over the matter. It recognizes that the price-cutting evil has grown to an extent that it cannot be rectified by the mere turning of a hand. Druggists who have been selling the article at 20 or 25 cents under the advertised price, and making much capital over this fact, are not going to be obliged to put the selling price back to 65 cents all at once. They will have the privilege of stepping the price up by degrees until it gets back to 65 cents, where it must stay.

Covering this end of the argument, the company makes a constructive suggestion to dealers which it feels will be helpful. It says:

We state our position fairly. We seek to do injustice to none. We know that those whose prices have been very low may feel a slack in Kotex business if they put the price back up over night.

We feel they can best serve all interests by stepping it back up in instalments. But we ask their support now and pledge to them our bona fide intention of protecting them in the restoration of prices.

Kotex shall no longer be a football of selfish price-cutters so far as we can legally prevent it.

The independent dealer must have safeguarded his right to make a living.

Other manufacturers who have taken this step may have suffered by it at first. We are prepared to if necessary.

But in common justice to all, it must be taken now. A recent nationwide investigation determined us to act. We had not really known the extent to which price-murder had been carried in some localities.

The officers of the Kotex Company stand behind this resolution unanimously.

Every Kotex salesman has received inflexible instructions on this point.

"Get your profit out of Kotex" is now our slogan.

Or else you can't have Kotex any more.

The sales department is asking for comments and suggestions from dealers and others as to the wisdom or righteousness of the new policy. No statement at this time is forthcoming as to the reaction the advertising has created. H. A. Jost, the general sales manager, says the policy has not yet worked along to a point where the company desired to talk about its apparent effects. But there is no doubt as to the permanency of the move. The company has started something which it expects to finish.

General Motors Sales and Net Income Increase

The General Motors Corporation, Detroit, for the six months ended June 30, 1927, reports net sales of \$680,619,479, against \$535,074,787 for 1926, \$340,520,641 for 1925 and \$314,426,674 for 1924. Net income, after charges and Federal taxes, amounted to \$127,594,091, against \$82,426,719 in the first six months of 1926.

For the quarter ended June 30, 1927, net sales amounted to \$389,170,635, against \$299,216,493 for 1926, \$196,548,897 for 1925 and \$136,380,415 for 1924. Net income amounted to \$75,336,482, against \$47,571,903 for 1926.

Mail-Order Sales for August

August sales for Sears, Roebuck & Company amounted to \$23,969,681, against \$19,604,621 for August, 1926, an increase of 22.3 per cent. In the first eight months of 1927, sales amounted to \$174,656,950, against \$166,237,923 in the corresponding period of last year, an increase of 5 per cent.

Montgomery Ward & Company report sales for August of \$13,825,103, against \$12,667,432 for August, 1926, an increase of 9.1 per cent. In the first eight months of 1927, sales amounted to \$118,068,029, against \$119,867,695, a decrease of 1.5 per cent.

Retail Dry Goods Sales Promotion Division to Meet

The seventh annual convention of the sales promotion division of the National Retail Dry Goods Association will be held at the Hotel Willard, Washington, D. C., September 20, 21 and 22. The keynote of the convention will be "Know Your Job." W. T. White, publicity director of The Rike-Kumler Company, Dayton, Ohio, is chairman of the sales promotion division.

red
is
my
ng
ns
he
he
is
e-
d.
n-
et
he
ts
no
he
ed
to

et

De-
me
9,
26,
6,
ges
7,
rst
27,
55,
6-
of
5,
26,

st

8
31,
26,
he
les
6-
of

ort
nst
in-
rst
ed
a

t

he
fa-
ill
ag-
22,
he
th-
er
of



OUTDOOR ADVERTISING *Through Your Advertising Agency*

The Air Route of Advertising

The air route mirrors messages to all outdoors—quickly—spontaneously, to the nation's millions who read as they walk, ride, and run. It is the link between magazine and newspaper advertising. It completes the chain of national coverage.

Prominent among the leaders who recognize the value of completing the advertising picture with posters and painted bulletins both centrally and nationally are:

The Coca-Cola logo, featuring the brand name in its signature script typeface with a horizontal line underneath.

Delicious and Refreshing

Kelvinator

Oldest Domestic Electric Refrigeration



Budweiser

ANHEUSER-BUSCH

The magazine and newspaper advertising for these three as well as other outstanding national accounts is prepared and placed by the

D'ARCY ADVERTISING COMPANY

also

Outdoor Advertising through Y



THE posters for Coca-Cola; Kelvinator and Budweiser are prepared by The D'Arcy Advertising Company, insuring proper coordination to all other advertising channels.

They are placed through the

NATIONAL OUTDOOR ADVERTISING

OUTDOOR ADVERTISING

also
Your Advertising Agency

Kelvinator

Cold that keeps

Proved by thousands upon
thousands since 1914

Collias Kelvinator Corp.
CHICAGO, ILL.



ADVERTISING BUREAU, Inc.

—and then

OUTDOOR ADVERTISING

Through Your Advertising Agency

Coca-Cola Posters are showing in thousands of towns and cities for their third consecutive year. Kelvinator Posters are in all the principal metropolitan cities.

Anheuser-Busch Budweiser Posters blanket the country from Coast to Coast.

—when you turn over Poster advertising to your advertising agency, you secure the advantages of constructive service which assures a unity of effort intelligently directed in the various avenues of advertising.

This valuable service available through 221 advertising agencies is supported by all the facilities of plant owners everywhere which comprises: Locations, service upkeep, checking information and trade cooperation.

Consult with your advertising agency on the advisability of taking the air route of advertising
—Outdoor Advertising.

National Outdoor Advertising Bureau

INCORPORATED

New York

Chicago

Detroit



I T

cop
Mi
In
onl
she
fav
be
der
sele
be
opi
to
key
the
sale
for
the
is o
com

T
fav
wh
so
wri
san
of
com
res
and
aw
ask
jud
far
to
cop
I a
N

PR
the
and
rail
talk
bett
har
by
door
phr
thei
mon
und
that

by T

Hooley

There Should Be a Society for Suppressing It in Advertising Copy

By Amos Bradbury

IT is unnecessary to remind you that opinions about advertising copy count for little, if anything. Mr. Baggs, writing in *PRINTERS' INK* for August 25,* says, "the only test of copy is the balance sheet." He breaks a stout lance in favor of copy as it is. "Let an end be made," he says, "to this tendency to decry copy. Outsiders are seldom able to say where copy can be improved, despite their flow of opinion. The only scientific way to effect improvements is to use keyed coupons. Results that make themselves known in increased sales—these are the only criteria for advertising. And because only the advertiser can check them, it is only the advertiser who is really competent to pass judgment."

There is much to be said in favor of this viewpoint. That is why I have often wondered why so many other agency men, who write as Mr. Baggs does, send samples of their work to a group of judges who cannot know the complete purpose, background and results of advertising campaigns, and then hope and pray for a Bok award. If Mr. Baggs has never asked any outsider, be it Bok judge, elevator man, truck driver, farmer, housewife or retail clerk to tell how a piece of advertising copy appealed to him or her, then I accept his viewpoint utterly.

Nevertheless, it seems to me that *PRINTERS' INK* has often recounted the experience of manufacturers and advertising agents who sat on rail fences listening to farmers talk so that they could produce a better piece of copy on a disc harrow, or who "went native" and by browsing about village back doors searched out new words, phrases, and expressions to make their advertising more human, more simple and more easily understood. On the long chance that some manufacturers and

agents and even Mr. Baggs may be interested in what two comparatively humble consumers think about some of the things they are telling us in print, let me express an opinion. Remember, I speak for no one else but one couple, the Bradburys of Maple Avenue, and in all fairness, I must add, some half dozen of their friends. We have discovered words and phrases and a manner of speaking for which we do not care, and about which I think men interested in advertising should know. Consider, then, the following personal opinions and then scold me, if you will, by telling me that the advertising I don't like is producing large figures in black ink on the balance sheet.

During those long winter evenings in August, Mrs. Bradbury and myself, sitting before large open fires, had time to look over the magazines, to which we both subscribe, with an extra amount of attention. We both noted with alarm a certain tendency in several advertising campaigns designed to make us purchase the products they advertise, a tendency toward what can be designated by no name other than "hooley."

TOO MUCH HOOEY

I suppose the American word "hooley" has a totally different meaning to members of the younger generation than it does to me. To me it means a combination of two qualities. It either is just plain exaggerated blah or an attempt at fine writing which starts off bravely enough but ends up in a maze of words, so that the attention of the reader is dragged away from the product to the symmetry and beauty or what-have-you of the words themselves.

I hope that it will be only necessary for me to call attention to this tendency to have it stopped immediately. I may say that it annoys both Mrs. Bradbury and myself

*"That Versatile Fellow, Paul Revere," by Thomas A. Baggs, page 121.

and, since we are typical consumers, it must be annoying to others. Six of our friends have already agreed with us. Take heed then, and listen.

There is one piece of copy, for example, which starts off with: "Take me closer to the sunrise—"

It is designed to sell me, or perhaps my rich relatives, a lot or a plot or an estate down at Montauk Beach. But it is difficult to discover the selling urge, as one reads the beautiful words:

A million miles from care yet just a step from the fringe of the city lies a precious bit of Kentish Coast. It is Montauk Beach.

Shady woods, rolling country, sun-drenched but always cool, that offer every pleasure desired by the fortunate few who have learned the gentle art of living.

Being all eager to learn the gentle art of living and being somewhat dissatisfied with my modern home in the suburbs, I read on:

Restless cohorts of the ocean roll up on crystal beaches, crashing, roaring, pounding—luring the stoutest heart to gay adventure.

Cradled in the hills are natural lakes. On the largest, with access to the sea, slender speedboats, their bows shimmering in flashing spray, will course over a three-mile oval.

The advertisement then tells me that "On green, smooth turf, twisting, turning, whirling ponies will follow the ball." It is only, I take it, for the most discriminating, "standing as it does, like a sentinel guarding the Hills of Montauk Beach," and so forth. It is lovely writing, but it seems to me it could be greatly improved if a large sign were put up in front of the copy writer's desk saying, "Avoid all Hooey."

Both Mrs. Bradbury and I enjoy orange juice. As a matter of fact, unlike many of our friends, we enjoy it plain or with a dash of ice. We were wont to sit on the back porch when an occasional summer evening came in the midst of what is technically known as August, there to sip from long glasses the juices of pure, ripe oranges. It is a quiet sort of a moment with us, but I may say without contradiction that we con-

sume more orange juice than any family on our block. But this kind of copy is not the kind that will sell it to me:

Leaping, shifting, bounding on the courts—or sitting tense, thrilled, excited on the sidelines—whether you win or lose—how delightful after the game to conquer thirst with a cooling beverage. And how doubly delightful when that drink is Mission Orangeade—real fruit juice, healthful, delicious, already sweetened, always ready.

There is nothing wrong about such copy. It is good writing; perhaps it is too good. I don't know. Perhaps I am terribly unfair in labeling it hooey.

Whenever the sun does occasionally peep out from behind banks of gray fog, nothing is more enjoyable than to open the window and let in the fresh air and sun. Nothing annoys the average householder more at such moments than the pestiferous, common household fly. Nothing, I find, is better to annihilate these flies than "Fly-Tox" or "Flit" or similar preparations. My little boy even gets a certain thrill out of the spraying process—imagining, perhaps, that he is off in the jungles on a big game hunt. To me and Mrs. Bradbury, however, getting the sprayer and going after the flies is a distinct effort. Therefore, as a user of these liquid insecticides, I am forced to put the following paragraph into my classification of plain hooey:

Those pleasurable minutes spent every day in spraying your home thoroughly with ——— does more than protect you and your family from flies, mosquitoes and similar disease-carrying insects. It helps your neighbor—perhaps an unknown neighbor—miles away.

There are much more pleasurable things I can think of doing than hunting flies. Moreover, it is my own room I am interested in, when I am killing them, not that of a neighbor miles away.

As we came to discuss this matter of advertising, Mrs. Bradbury helped me out. She pointed out to me in her favorite publication how a lady with a long name had studied eyes for a lifetime. As a matter of fact, "from seeds and woods she has gathered rare herbs

The Sine Qua Non

The headline can be variously translated depending on your mood — “nothing else but”, “the indispensable element.” The fact remains that the sine qua non of the meritorious advertising medium is apparent in every column of the Boston Evening Transcript.

Reader confidence — reader respect — give the Transcript its tremendous power in influencing sales.

Reader confidence—reader respect—in a degree equalled by few, if any, American newspapers.

Place the Transcript first on your Boston list.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

and flowers, compounding them with honey, eggs and costly essences to make three preparations to fulfil nature's three great laws of youth for the eyes." Mrs. Bradbury does not think that putting eggs, essences and honey into her eyes will make them "witty," as the lady who advertises says those products will. Mrs. Bradbury, in fact, thinks this advertisement is mostly hooey.

We are going away on our vacation some time this month, so perhaps the following doesn't apply to her: "Don't face another summer without ———. Stop in New York. Have a ——— treatment in the Fifth Avenue Salon before you go to the shore or the mountains. Be fair to your skin this summer."

Mrs. Bradbury does not like it because some person she has never met is telling her she has been unfair to her skin all these years. My wife is rather particular in this matter of advertising. She is a user of a certain famous toilet soap, but she didn't like this remark about it:

"Make a soap as delicious as French soap but not nearly so costly," women begged us.

"I doubt that women begged them," Mrs. Bradbury said to me with just the suggestion of a twinkle in her dark gray eyes.

Then we found one about which we could both agree implicitly. The picture showed a poor man at whom his wife was pointing the accusing finger of scorn, in the general direction of his coat collar. He, with his head twisted in an uncomfortable attitude over his left shoulder, looked particularly miserable.

"You've ruined the evening," said his wife. And then the copy below said:

Why do so many marriages fail? Among the causes, according to a famous judge, is the failure of married people to be fastidious about their person after marriage. They let down. They grow careless. They permit such things as dandruff to exist. Embarrassing at its best, it is dangerous and disgusting at its worst and now there is no excuse for it.

Both Mrs. Bradbury and I think that Listerine is a far too good

and useful mouth wash to have this new use, which has apparently been discovered for it, prove that happy families have so many evenings, pleasant evenings, ruined by dandruff, there being so few really pleasant evenings in the average lifetime.

It does seem too bad that when there are so many interesting and unusual things to be said about products that some copy writers feel that they haven't done a good day's work until they stick in a sentence or a paragraph of plain hooey. Writing advertising copy, it seems to me, deserves all that a man has of good judgment, good taste, simplicity and directness. People are not nearly so unintelligent and so gullible as some men who write the advertising copy appear to believe. People who have been able to save a couple of dollars against the wiles of get-rich-quick promoters, fake stock salesmen and other harpies, are far more cynical and hard-boiled than they are given credit for.

And it is the consensus of belief among most men I know that the only way to deal with people who know their Bermudas is with simple words and with candor. The one thing that a worldly wise man or woman won't attempt to laugh off is honest-to-goodness simplicity in speech and in writing, and there is an ever increasing number of them who are getting fed up on hooey.

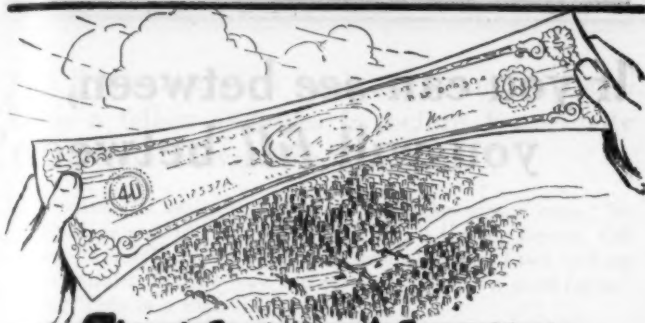
McClatchy Interests Buy Modesto, Calif., "News-Herald"

Charles K. McClatchy, Ella K. McClatchy and Carlos F. McClatchy have bought the Modesto, Calif., *News-Herald*, a daily newspaper, from E. L. Sherman and associates. The McClatchys are owners of the Sacramento, Calif., *Bee* and the Fresno, Calif., *Bee*. H. P. Walls will continue as business manager of the *News-Herald*.

O'Mara and Ormsbee, Inc., publishers' representative, will become national advertising representative of that paper.

M. J. Monaghan, Vice-President, Cecil, Warwick & Cecil

M. J. Monaghan, formerly advertising manager of the Royal Baking Powder Company, New York, has joined Cecil, Warwick & Cecil, Inc., advertising agency, as vice-president.

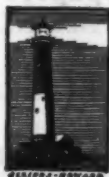


Stretch your Advertising Dollar over Cincinnati~ by using The Cincinnati Post

The Lowest Milline Rate (1.52)
The Largest Circulation (A.B.C.)
Total Circulation **209,925**
City and Suburban **132,239**

*The Best Buy—Barring None—within
300 miles in any direction*

The Cincinnati Post.



A SCRIPPS-HOWARD NEWSPAPER

Member Audit Bureau of Circulations

National Representatives:
Allied Newspapers, Inc.

NEW YORK—250 Park Avenue.
 DETROIT—General Motors Building.
 CHICAGO—400 N. Michigan Avenue.
 ATLANTA—704 Walton Building.
 LOS ANGELES—723 Title Insurance Bldg.
 SAN FRANCISCO—564 Market Street.
 PORTLAND—714 Terminal Sales Building.
 SEATTLE—Lloyd Building.

If you can see between,
you will *fill* between!

CAPPER'S

The Paper Without

Published by Arthur Capper

Fills Between the Daily Newspapers

Kansas, Missouri, Oklahoma, Nebraska, etc.

Rate \$1.25 a Line for 350,000 (Plus)

50% Farm, 50% Small Town Circulation

LET'S take a trip! A 3-minute mental trip such as a fellow indulges in before he actually starts on his vacation.

We'll leave the train at St. Louis and take motor cars. St. Louis is a good city. Here, you say, is buying power. Off across northern Missouri, thru southwestern Iowa and on to Omaha. On the way you remark, "That's a good farm," or "This is a nice little town."

WEEKLY

A Competitor

Published at Topeka, Kansas

But at Omaha, you perk up. Here is buying power. Folks by the hundreds, big stores, good cars! Yes, here is buying power. But on west, thru Nebraska and down thru Kansas. More good farms; more nice little towns. And then Wichita—and more buying power.

So on down into Oklahoma and its cities, and back up again to Kansas City. Your judgment on your daily newspaper list is confirmed; there are real live cities with lots of buying power.

But what did you see in between? Did you realize that 60% of the market in these states was made up of good farms and nice little towns? Was your imagination sufficient to see the magnitude of the "in-between" market? More than half the buying power is there.

Capper's Weekly is a newspaper ideally suited to cover this market and fill between your daily newspapers. It has the coverage, a low rate, and unquestioned reader interest.

If you can see the 60 per cent market between your daily newspaper markets, you'll fill between them with Capper's Weekly.

Drug and Toilet Goods Manufacturers—

HERE'S GOOD NEWS

for you from

LOUISVILLE, KENTUCKY!

IN addition to eleven Taylor-Made Drug Stores, six Frankel Drug Stores and 225 other progressive retail druggists in the Big Louisville Market, The Courier-Journal and Louisville Times are pleased to announce to manufacturers of Drugs and Toilet Articles that "Walgreen," of Chicago, has just opened their first drug store in Louisville. "Hook," of Indianapolis, has leased buildings and will open three new drug stores in Louisville shortly.

*Four New Drug Stores, right in the heart of Louisville,
will mean greatly augmented sales possibilities
in this BIG GROWING MARKET*

Louisville is growing as never before in her history. Building permits, bank clearings and postal receipts showed substantial gains in the first six months of 1927 over the corresponding period of last year. For maximum returns in this prosperous market, at minimum expense, concentrate in these progressive, growing Newspapers.

*Write for your copy of booklet containing
complete list of druggists in Kentucky,
Southern Indiana and Northern Tennessee.*



The Courier-Journal THE LOUISVILLE TIMES

Member of the 100,000 Group
of American Cities

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

The Building of the New Union Station at Cleveland Has Hurt the Hotel Cleveland Restaurant Business, but a Newspaper Campaign Is Overcoming This Disadvantage

ALMOST every business at some time or other has to contend with a temporary handicap. Something beyond a firm's control may happen that has a bad effect on sales but that lasts only a short time.

In the latter class belongs the Hotel Cleveland. This hotel is situated near the site of the new Union Station which is being built in Cleveland. Many buildings from which the hotel formerly drew restaurant patrons have been torn down to make way for the new station. In addition, the Public Square, on which the hotel is situated, has been intermittently closed off to traffic while approaches to the station were built.

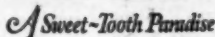
at some convenient place, and even men and women dining downtown are apt to choose a place nearest to theaters. And at the present time, while the Union Station is

Such was the temporary handicap that faced the hotel. But instead of wringing hands and moaning, something was done about it. A newspaper advertising campaign was planned.

problem, so the management figured, lay in making Hotel Cleveland restaurants (it has two) so alluring that people would insist on securing what the hotel had to offer.

So seven unusual dishes and services were selected and described, each in an advertisement, in the most intriguing manner and language it could command. The resulting series of advertisements is being run in Cleveland newspapers once a week.

One of these is headed "There's



THOSE of you who like to get off a good meal with a bit of French pastry. Intriguing like a little novelty and variety to change from. At Hugel Cleveland you have delightful delicious works of art set before you.

Such an array must be what they mean by "land for the gods." A Guatemalan liquor chocolate calls "Buenos Aires" gives with orange shade. "Purple Bliss" of fake pears filled with sweet human protein. "Honey Cleveland Bliss" of pears and cream and fruit. "Satin Bliss" of rose and cinnamon and cinnamon, cloves and cream in easy heat. Hungarian Chocolate Cake, fluffy Virginia Cakes, and is on and on until your mouth waters at the sight, and the best of chocolate is only created in the delight of eating.



SEVEN UNUSUAL DISHES AND SERVICES
WERE FEATURED IN THIS NEWSPAPER
SERIES

Adventure on our Menu and Romance in our Kitchen," and is illustrated with an attractive drawing of a fisherman landing a trout. Here is the hunger-provoking text which goes with it:

Since we all eat anyway, let's get some fun out of it. Come to the Cleveland today and let's go adventuring. Forget the usual dishes you order from deadly habit, and say to the waiter:

"Brook trout amandine." (We don't care how you pronounce it—it's fresh Colorado brook trout with almonds.) Then sit back and wait for the thrill.

Here it is. A beauty that would bring joy to the heart of any fisherman. Broiled to a turn, every bone removed, sizzling with golden creamy butter—and literally covered with crisp baked almonds!

If ever there was a food for the gods, this is it.

Along about noon today if you catch a whiff of mountain pines and tangy mountain air, follow the trail to Hotel Cleveland—Main Dining Room or Bronze Room—and treat yourself to an adventure in eating.

Another one of the advertisements features "Chicken Pie—Southern Style." "We're All from the South on Thursdays" is the heading. Still another has a hot weather appeal, "Fruit Salad Like a Breath from an Orchard," and for those who are fond of desert there is the one headed "A Sweet-Tooth Paradise."

This campaign has only just begun, but the management is convinced that it is going to serve the purpose for which it is intended, and draw people from a distance in sufficient volume to overcome the temporary disadvantage under which the hotel is working.

The Hotel Cleveland is only one of many concerns that have successfully used newspaper advertising to overcome temporary and permanent handicaps of different kinds including handicaps caused by the spread of unfounded rumor. A number of such campaigns have been described in **PRINTERS' INK**. There was the furniture store of J. B. Handrick, for example, located in Johnson City just outside of Binghamton, N. Y. Mr. Handrick advertised in the Binghamton newspapers using informal "shirt-sleeve" talk and drew many city customers to his out-of-the-way store.

Edward L. McRoskey, a San

Francisco mattress maker, faced a similar problem. This dealer was located in a district given over to fruit stands, tire and accessory stores, soft drink parlors, and miscellaneous retail shops. Although his store was not easily reached, Mr. McRoskey used plain, homely sales copy in newspapers that overcame the obstacle raised by his location.

Newspaper advertising has also been used frequently to eliminate another kind of handicap—false reports or rumors. The Great Atlantic & Pacific Tea Company faced such a problem last year.

SPIKING A RUMOR BY MEANS OF ADVERTISING

During some merger plans of certain food companies, the report was spread, and eventually came into print, that the Atlantic & Pacific Tea Company was to be acquired and become part of a great combine. The company's reorganization lent some credence to such reports, and the company felt it advisable to act quickly.

It purchased space in a large list of newspapers in the territory served by the company, and in a frank statement which quoted the president of the company, John A. Hartford, denied the report of its acquisition by the National Food Products Company.

Still another example is that of Peter G. Pulakos, who conducts a confectionery store at Erie, Pa. Mr. Pulakos undertook a vigorous campaign in newspaper space to put the rumor at rest that leprosy existed among the employees of his store.

Thus advertising is playing a very prominent part in solving the many temporary and permanent handicaps which almost every business faces now and then. Very often what was thought to be an obstacle turns out to be an asset. Such was the case with the Baltimore & Ohio Railroad when it was forced to use Jersey City as a terminal instead of New York. This apparent liability was turned into an opportunity by the use of buses. Advertising was called in to broadcast the news of the new service.

Sept. 8, 1927

PRINTERS' INK

99

The McJunkin copy staff is composed of men and women writers chosen for wide diversity of experience and talent. The assignment of these individuals to write for clients is a very deliberate, careful and conscientious process. To these facts is attributed, in large degree, this agency's notable record for length of service to accounts.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING

228 NORTH LA SALLE STREET AT WACKER DRIVE
CHICAGO

That 1.24 Cents Paragraph May Be Worth a Dollar

Your Typist Is a Printer and Your Letters Ought to Conform to the Laws of Good Printing

By S. Roland Hall

THAT discussion about the cost of letters, participated in by Messrs. Blanton and Wolff, is one of live interest.*

The letter, as an increasing number of people seem to recognize these days, is a very important medium of business or advertising. It is a very personal sort of medium, read for the time being to the exclusion of all other reading matter. And it isn't a 1½ or a 2-cent method—not by a jugful. The cost of letters of the personal type has been variously estimated at from 25 to 40 cents each. Mr. Blanton, of the Jewel Tea Company, says that his figures on more than 30,000 letters and memos, averaging three paragraphs, show a cost of 1.51 cents a line, but whether or not this includes dictator's time is not clear.

Mr. Blanton's organization has apparently decided that the omission of the time-honored paragraph or indentation is advisable in view of the saving of 1.24 cents a letter.

I'm not sure that I understand the forms he has in mind when he refers to the "straight block" and the "pure slant." Possibly the first term describes letters in which all lines, including the polite closing phrase and the title of the dictator, are written or set flush with the extreme left edge of the paper. Some of us have been calling that arrangement the "lopsided" style.

I have heard of all sorts of "slants" on letter-writing. "Pure slant" is new to me.

I wonder if we don't sometimes forget that typewriting is printing—hand-printing, if you please, but

printing just the same. The operator has only one face of type and strikes only one letter at a time, but the finished result is printing and ought to conform to the laws of good printing.

Every one is entitled to have his letters written just as he likes them, so long as he keeps clear of the Post Office prohibitions and the warnings of the Federal Trade Commission.

But I, for one, am not prepared to abandon paragraphing until good printers and publishing houses conclude that indentation is an unnecessary device to aid reading.

Of course we can save in the cost of our letters. Cheaper stationery, omission of "Dear Sir" or "Dear Mr. Jones," dropping all of the closing sentences, and the adoption of a telegraphic style of composition would mean a considerable saving.

I would not argue against any saving that will not lower the pulling force of correspondence. But I agree with Mr. Wolff in his contention that it is easy to go too far in our money-saving effort and to rob letters of a great deal of their sales-creating and goodwill preserving power.

Even at the added expense of using a great many extra sheets of paper every month I'm for that style of correspondence that shows our customer or prospective customer that we are really interested in his inquiry or order and are earnestly striving to give him our best service. The mails are still full of routine, lifeless letters. The letter that bespeaks personality and a real service spirit is not so common that it fails to strike a responsive chord. There may be a single paragraph or even a single sentence that is easily worth a dollar.

When I am thankful to some

* "Eliminating Paragraphs Saves 1.24 Cents Per Letter," by J. B. Blanton, August 4, 1927; "Why Worry about 1.24 Cents if the Letter Gets Results?" by Ed Wolff, August 11, 1927.



Growth

1st
Issue
Mar. 4,
1926
* * *

October 1, 1926
7,793
* * *

March 4, 1927
15,203
* * *

August 6, 1927
31,686

All Figures Net Paid

A MUST Paper
For Men of Affairs

The United States Daily

Published March 4th, 1926

*The Only Daily Newspaper Devoting Itself Entirely to the Official News
of the Government*

DAVID LAWRENCE
President

Washington

VICTOR WHITLOCK
Vice-President and
Director of Advertising

New York Office:
52 Vanderbilt Avenue

Chicago Office:
London Guarantee Bldg.

Detroit Office:
Dime Bank Building

Member A.B.C.



PRISONERS—*all Dad returns*

How would you like to sit down and talk things over with some of your most logical prospects? In the quiet of their homes? Away from interruptions?

You would take a group of interest-

ing pictures along. Perhaps you would slip a few convincing testimonials in your pocket. You would establish a friendly contact with your prospect and, then, how you would sell!

The dream is not too fanciful. You can approximate its possibilities with the friendly, factful, dramatized booklet that furnishes convincing evidence and a complete demonstration of your product or service through pictures.

Would you like to see a dramatized booklet? We have, for executives, a few extra copies of "Prisoners—till Dad returns."



EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving
Letterpress and Offset Printing • Binding • Mailing



Poultry Pays Paul Smith \$20,000.⁰⁰ A Year

Poultry raisers make "better than average" incomes. More than a quarter of a million read the poultry papers named below.

Paul Smith, Vineland, N. J.

Hints to National Advertisers

Are you getting *your* share of the poultry raiser's income? Perhaps this information will help: More than 66% of those answering a questionnaire emphatically stated that *they preferred* reading these poultry papers—instead of farm magazines.

Poultry Tribune
Mount Morris, Illinois

American Poultry Journal
Chicago, Illinois

Th
our
ing-to
an e
feitin
Such
May
articl
the N
This
of N
Wide
The
value
turing
at \$1
manul
and t
mation
spurio
pay
tained

Ed

Ed
tor of
Inc.,
has j
advert

W
Geor
the Ca
the Ne
ton C
tive.

The
the T
New Y
nationa

one or appreciate a courtesy I'm going to keep right on using "Thankfully yours" or "Appreciatively yours" at the end of my business missives, though it may cost me 1/10 of a cent per letter to do this. I'll just eliminate two cigars a week and overcome the deficit.

Of course I'm not holding that the mere omission of paragraphing, or indenting, necessarily robs letters of their human quality. I'm merely pointing out that so much zeal for standardization, too much stress on the fraction of a penny per letter that "we saved during the last six months" may cultivate a trend that may be disastrous.

The first question about letters should be not "How cheap?" but "How good?"

Seize Counterfeit Trade-Mark Razor Blades

The recent capture of 2,000,000 spurious Gillette safety razor blades in Irvington, Matawan and Newark, N. J., is an example of the widespread counterfeiting of nationally advertised products. Such counterfeiting was described in the May 19 issue of *PRINTERS' INK*, in an article by W. H. Crichton Clarke of the New York Bar and Albert E. Haase. This article was entitled "Counterfeiting of Nationally Advertised Products Is Widespread."

The captured blades, with a retail value placed at \$150,000 and a manufacturing cost estimated by the police at \$10,000, are believed to have been manufactured for the South American and the European market. First information of the alleged manufacture of spurious Gillette blades reached the company by an anonymous letter, which contained a package of them.

Ed Werner Joins Staff of Plumer, Inc.

Ed Werner, for six years art director of The Homer McKee Company, Inc., Indianapolis advertising agency, has joined the staff of Plumer, Inc., advertising artists, Chicago.

G. W. Breadner with Wm. J. Morton Company

George W. Breadner, formerly with the Canadian Salt Company, has joined the New York office of the Wm. J. Morton Company, publishers' representative.

The Griffin, Ga., News has appointed the Thomas F. Clark Company, Inc., New York publishers' representative, as national advertising representative.

Not All Merchandise Lends Itself to "No-Discount" Policy

THE PARKER PEN COMPANY
JANESVILLE, WIS., AUG. 23, 1927.

Editor of *PRINTERS' INK*:

I quite agree with the author of "Do Discount Practices Hinder Stock Turnover?" [August 11 issue] as applied to certain lines. Hosiery, for instance. It is an article that is sold at varying prices in various parts of the country and it is rather quickly consumed and probably lends itself to a no-discount item. Under the circumstances, any dealer would feel encouraged to place his own selling price on an article purchased in this way.

With a fountain pen it is different. Here is an article that is sold and with proper usage will last a great many years. Merchants in order to do a reasonable amount of business must carry a reasonably good-size stock. If Dealer No. 1 carried, for instance, a \$400 stock and sold the goods at the regular retail prices, which we encourage as far as possible, and some little fellow in a 2 x 4 store on a cross street sold the goods at a discount of 33 1/3 per cent from list, it would discourage the fellow carrying a big stock, and in all probability the man who sold our pens at less than the regular retail price would not give service except to deliver the pen and take the money.

In order that the purchaser should get 100 per cent satisfaction from the use of a fountain pen the salesman behind the counter should carefully instruct the owner of the newly acquired article how to use it and the importance of screwing the cap down tightly so that there will be no possibility of leakage, the proper method of filling the pen, etc. In our line we allow a fair discount to the trade but we expect the dealer to give real service to the purchaser. Where this is done the dealer certainly earns all the discount he gets. If the dealer gives no service and merely looks for turnover he can interfere very materially with the dealer who is conscientious and gives the degree of service which the public expects.

It is my judgment that the matter of discounts or no discounts can be used with certain lines with discrimination. In our line, as suggested before, discounts are the only proper practice to pursue.

GEORGE S. PARKER,
President.

Vivaudou Profit for Half Year Shows Gain

The report of V. Vivaudou, Inc., New York, toilet requisites, for the six months ended June 30, shows a profit of \$790,323 after charges but before Federal taxes, against \$776,544 in the first half of 1926. For the June quarter, profit was \$275,014 before Federal taxes, against \$515,309 in the preceding quarter and \$306,668 in the second quarter of last year.

Retail Advertising and the Manufacturer

How Can He Help Most Effectively to Improve It and What Does He Most Need to Avoid?

By Charles Noble

THERE are people who will tell you that retail advertising, rather than national "consumer acceptance" advertising, is the most important kind there is—to the manufacturer no less than the retailer. They will also tell you that it is the most neglected.

Certainly it is the kind that is closest to the sale—the retail sale; the one that actually brings the customer's dollar in over the counter on its way (part of it) back to the manufacturer. And that ought to mean something. The question is what part the manufacturer should play; what is his best contribution toward helping retail advertising do its stuff?

This, mind, is the advertising that has the retailer's and not the manufacturer's name signed to it; that is intended to bring the customer, with money in her hand and the light of a great purpose in her eye, into the retail store. If that is so, why should not the retailer's views regarding it, and regarding the manufacturer's part (if any) in it, be worth hearing, even by the manufacturer?

This possibly surprising suggestion is, of course, subject to one important limitation. For a retailer's views on advertising to be worth hearing, he should be a retailer who advertises; or who at least gives some other evidence of knowing what he is talking about. And it is not only a common grievance among manufacturers, but one of the vital points in this extremely important subject, that such retailers are a great deal scarcer than they ought to be.

However, such retailers, though scarce, are here and there to be found; and it was an emphatic remark by one such regarding what he considered uncalled-for interference by manufacturers in his advertising of their goods, which

started the train of thought, and the resulting inquiry into the views of other advertising retailers, which finally took shape in the present article.

The persons whose opinions are here set down, are about as representative as could well be assembled by anybody but a paid investigator. Some of them are in New York, some in the Middle West; they include the advertising managers of two good-size department stores, a man filling the same position for a rather well-known chain of drug stores, the publicity managers of two big public utility companies operating retail appliance stores, one of the partners in a big sporting goods store, and two prominent retail hardware men.

Of course this is not a typical group from the purely retailing point of view. It couldn't be; because there are still, unfortunately, wide fields of retailing which advertising, at present, scarcely brushes with its wings. But it includes people who make their living by retailing, and by using advertising in retailing. Any manufacturer would think himself lucky if his own retailers all understood merchandising, and particularly the advertising part of it, as well as this group does; and perhaps they can help his retailers at least a little way in that direction.

The first point that all these people agree upon is, that so far as any particular piece of merchandise is concerned, the job of selling it is really one job. That is, using the word "selling" in its broadest sense, to cover the entire process sometimes called "distribution"—getting the goods from the hands of the man who makes them, into those of the man, or woman, who actually uses them.

None of them manifested the slightest tendency to belittle the

Solid and constructive editorials, the kind active business executives regularly find time to read, place BUSINESS in a class by itself as an advertising medium.



PORTALS OF BUSINESS
The Studebaker Corporation

THE BURROUGHS PUBLICATIONS
Second Blvd. and Burroughs Ave., Detroit

manufacturer's part in this process. On the contrary, they all assert that he can not only perform his own essential function, but help them a great deal in theirs—if he will only be content with helping them, and drop the idea of doing their job for them.

They are aware that the manufacturer has a pretty thin time of it with the many retailers—in many lines the great majority—whose attitude toward advertising is hopelessly ignorant and unsympathetic. But they wonder why that fact does not make the manufacturer all the happier when he finds, here and there, a retailer who is willing and able to work with him.

Such manufacturers do exist; but there seem to be altogether too many who, instead of recognizing and welcoming the retailer who has ideas of his own about his advertising, merely try to apply the same wholesale policies which they think themselves compelled to adopt because of the unprogressiveness of the majority.

TODAY'S RETAIL ADVERTISING SITUATION

The first thing that strikes you, when you inquire even a little into the retail advertising of manufactured products (including those nationally advertised and distributed; those sectionally advertised and distributed; and those distributed either sectionally or nationally, but not advertised at all by the manufacturer in his own name) is the chaotic condition of the relations, governing this point, between the manufacturer and the retailer.

The only place where you run up against any sort of standard practice or policy, is at the precise point where these retail men think there ought not to be—that is, the policies of certain manufacturers who try to control the situation, by employing precisely the same advertising in Los Angeles and Boston, and completely ignoring the retailer's own advertising department, when they find a retailer who has one.

At the same time, the only retailer who possesses a standard practice is the retailer whose standard practice is to have nothing

whatever to do with advertising under any circumstances, if he can possibly avoid it.

Beyond this, you will find the widest possible divergencies. At one extreme there are manufacturers who prepare and publish in the local newspapers advertisements to which they sign the name of their local retailer, without that gentleman even being notified in advance; without permitting him to know beforehand what they say about him and his store. What is more, they have this advertising billed to themselves, thus keeping the entire transaction in their own hands, even though the "foreign" rate which they pay is higher than that the retailer could obtain.

At the other extreme are a few retailers, in the drug trade, for example, who publish such advertising as they see fit regarding the manufacturer's product, at such times as they see fit, and send him the bill for it. Sometimes they requisition cuts or other illustrative material from him; but otherwise his entire participation is limited to paying the bill—and in many lines the department store doesn't even let him do that. In this latter case, the reason is that the retailer wants to make it perfectly clear that in his view, the entire job belongs to him; he is afraid, if he even let the manufacturer pay the bill, it would give him an excuse for attempting to impose his own ideas upon the advertising.

Between these two extreme positions there is an infinite, confusing and obviously wasteful variety of arrangements. There is scarcely any conceivable practice or custom governing retail advertising with a manufacturer's finger in the pie, which you will not find being used, or at least tried, by somebody—with new schemes being thought up and sprung on the retailer as fast as a lot of active advertising brains can evolve them.

This is especially true regarding direct-mail material, descriptive folders, display material, etc., which is usually given, by the manufacturer, the general classification, "dealer helps." The waste that results is tremendous. There are still manufacturers who ship "deal-

Each Strand Carries Weight

ANY attempt to cover the farm market with any one national farm paper is like trying to utilize the whole strength of a rope by pulling on one strand. No one strand can hold the weight the whole rope was made to carry. Each added strand put into use increases the effectiveness of the rope. The same is true of farm papers. If your copy is not appearing in *Farm Life* it is costing you the major part of the trade of more than a million farm families. Other good farm papers serve other important groups but you need *Farm Life* to carry your story to the *Farm Life* group.

T. W. LeQuatte
Advertising Manager

Farm Life

Spencer, Indiana



“Sure, the gentleman on the right has an umbrella”

HE can truthfully say he has coverage—some coverage anyhow. But he is getting wet just the same.

You might want to think about this picture when you hear a lot of the talk about “coverage” from various hardware publications. One may say—“we cover the dealers doing 85% of the business”—another—“we reach all the stores

carrying a \$10,000 stock or more"—and another—"we cover nearly all the dealers rated \$5,000 or over".

They all mean well and we can't criticise them for trying to steal our stuff. Complete coverage must be a great thing—so many publications seem to wish they had it.

There are other good publications in the hardware field besides GOOD HARDWARE. They all have a good story. But when it comes to covering the hardware field, GOOD HARDWARE is there with an umbrella and not a parasol. Its circulation is 45,000, the next publication 25,000, the next one 23,000 and the fourth one 19,000.

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY

79 Madison Avenue, New York City

GOOD HARDWARE

*The National Magazine
of the Hardware Trade*



A New Market for Fireman's Helmets

The manufacturer, whatever he may make, however basic and staple, can no longer settle down and let things take their course.

He must hold himself ready to act and act quickly, interpret the signs, anticipate the new attitude of the public, analyze each new invention or discovery for its effects, immediate or ultimate, on his own business.

He must sleep like a fireman—his helmet on a hook—ready to dash out at a moment's notice.

Three forces now enter into business to produce this condition; fashion, new ideas, and changing habits.

What makes these forces so powerful in business today is the speed with which they spread and the unanimity with which they are adopted.

Advertising is responsible for both the speed and the unanimity.

It has created a public that reveals an amazing willingness to toss old methods and manners into the rubbish heap where lie the tall hat, the moustache cup, and the antimacassar, and take on a new set.

Advertising may be called both the cause and effect.

It helped create the new business era and the new type of manufacturer—one who knows how to use advertising and who will welcome the new adventures in store for him and his comrade-in-arms, the advertising agency.

CALKINS & HOLDEN, INC.
247 PARK AVE., NEW YORK • ADVERTISING

er help" folders (sometimes elaborate and costly direct-mail material) by the thousand to retailers who do not even stock their product. Many of these are imprinted with the retailer's name—spelled incorrectly—and with an incorrect address.

Not quite so bad as this is the practice of sending this material with each shipment of goods, regardless of whether or not the retailer asks for it or can use it.

"We have two crates of direct-mail folders in the storeroom right now that will have to be sold for waste paper," said one of the public utility men. "They are of a type that we never have found to be of the slightest use to us in this market. So far as we can find, the only warning we had that they were to be sent us was a casual remark of the manufacturer's salesman to the merchandise manager of the department which ordered a shipment from him. Nobody thought to give the advertising department a chance even to express an opinion on the subject."

"We have definite rules and standards of practice regarding our window displays and counter displays," says one hardware store man. "We don't say they are the best and only possible ones, but they have proved their effectiveness for us, and we do not believe it pays us to substitute for the type we ordinarily use, material of entirely different character furnished by a manufacturer."

"We are entirely willing to explain in detail to any manufacturer whose goods we sell exactly what our practice is, and give him all the chance in the world to help us. And yet we are constantly having to throw away material entirely unsuited to our needs, sent us by a manufacturer who never troubled to find out beforehand if we could use it."

WHO PAYS FOR IT?

One point has been more befogged (you might almost think on purpose) than any other. It is: "Who pays for it, and how?" More important, however, than the question how the money for re-

tail advertising is handed around and divided up, is the question, how well, or illy, it is used, and by whom. But argument over "who pays for the advertising?" is constantly crowding out the questions, "who prepares the advertising?" and "is it good advertising?"

Some of the shrewdest trading over advertising allowances seems to be done in the retail drug trade; at least on the part of the chains. The present writer gained the impression (although it may be an unfair one) that the buyers and advertising men of these institutions rather prefer to have the entire subject wide open for trading, because they are serenely confident of their own ability to out-trade anybody who sits down with them.

At any rate, as great a variety of schemes and "deals" and advertising allowances flourishes in the drug and cosmetic trades, as anywhere; and many manufacturers are paying, in those trades, either part or all the cost of white space that is supposed to be used in promoting the sales of their goods, but is actually counting at least as heavily for the general prestige of the big retailer whose name is signed to it.

In some cases in this field, and in some others as well, retail advertising cost is nominally divided "fifty-fifty" between manufacturer and retailer; nominally, because the bills can be, and often are, made up (by agreement) in ways which make it almost impossible to say just how they really are divided.

It is at least interesting to find that the best deals with these retail drug men are made by two classes of manufacturers; those who have patent control of a virtually indispensable specialty, and those who put strong national advertising behind branded, trademarked goods.

Of course none of these complicated trades and "deals" really means anything except that the advertising allowance is being used as one more pawn in the game of prices and terms. An "advertising" allowance per unit of sale, unless (as seems to be rarely done)

a careful check is kept upon the actual advertising published, is simply a small additional discount cut from the wholesale price—nothing more.

The particular group of retail men who furnished the information on which this report is based, doesn't ask for a great deal from the manufacturer, for themselves. But they realize that from the manufacturer's point of view, the problem of his relations with them cannot be separated from that of his relations with all the rest of his retailers; nor should they be.

From the manufacturer's point of view, a summary of the advice of these men will probably seem like a counsel of perfection; but it is none the less worth hearing, even if the picture which it presents of retail merchandising as it should be done (and perhaps will be done in the future) may seem difficult of realization today.

First of all, they believe the manufacturer should abandon all efforts to produce retail advertising himself, on a wholesale basis; or, at least, should confine his efforts in that direction to the simplest and most fundamental devices.

It may be well, in the interest of clearness, to confine this, and the other suggestions to be put forward, to the general and basic form of distribution, in which the manufacturer's goods are supplied to the ultimate consumer by a large number of entirely independent retail outlets, each of which is a business in itself, handling the products of a considerable number and variety of manufacturers.

In the automobile trade, for example, the retailer in the sense in which we are using the word, practically does not exist, practically all retail sales being effected by persons and organizations who are really simply manufacturers' agents. In such cases, and in others where exclusive outlets are employed, it is natural and inevitable for the manufacturer to want to control the advertising; and he does.

"But what," the manufacturer will probably cry, "am I to do

when my retailer doesn't know anything about advertising, won't learn, and refuses, in fact, to have anything to do with it?"

It is a little too simple and obvious a reply, to say "Change your retailer." It may be necessary in some cases, as a last resort, to do just that; but of course it will scarcely be worth doing even then, unless another retailer is available who is an improvement, in his attitude, over the old one.

In all probability, there is really very little any single manufacturer can do about a situation of this kind; but just as manufacturers are beginning to think and talk about co-operative efforts for the better training of retail salespeople, they can and should begin to study co-operation for the purpose of educating retailers in the effective use of advertising.

There is room for a great deal of effective work by manufacturers in improving the merchandising efficiency of the retailer in many different ways; the valuable work done in recent years by the National Cash Register Company is an example. Education in actual salesmanship will be immensely valuable; but certainly, in this day and generation, the job as a whole cannot be considered a complete one, if advertising is left out of it.

The retail men who are speaking here would like to see the manufacturer's advertising department divided. One half of it then could confine itself wholly to the manufacturer's own national advertising. With it the retailer would have nothing directly to do; although he should be greatly interested in knowing what it is doing.

The other would be, not the retail advertising, but the retail service department. It would produce little or no advertising itself, unless directly and specifically requested by a retailer to do so; and in such cases it should charge him the cost of doing it for him.

It would probably maintain several traveling representatives, who would spend quite a lot of time with each retailer in turn, helping him to get started in advertising; perhaps to the extent of actually

writing some copy for him, showing him how to get the kind of layouts and illustrations he wants and needs, how to order cuts, and so on.

Such a man would really be a salesman of advertising and advertising ideas. He would have to work in perfect understanding and harmony with his own salesman and with the jobber and jobber's salesman; and at the same time know how to win the confidence of the retailer. At the same time he would have to be a good practical all-around advertising man, able in a pinch to buy printing, order cuts, write copy, read proof and do everything else.

The cost of such a department as this should, so far as possible, be distributed in proportion to the use made by retailers of its services. The whole question of advertising costs should, if possible, be entirely separated from the basic prices and discounts for the goods themselves. Eventually, of course, such a department would, or should, become merely an information department, as all the retailers gradually grow up to the level of the best retailers of today, and become able to stand on their own advertising feet—or those who are unable or unwilling give place to those who can and will.

The great point of this whole idea is a change in the manufacturer's fundamental attitude toward retail advertising; away from the idea of doing the retailer's advertising for him, to that of helping him to do the job for himself.

You don't need to tell me that this, especially in some lines, will be a tremendous, long-drawn out, discouraging uphill job. At the best, it will take years of effort; but no other approach to this big problem offers anything like as great promise for the long pull.

It will never really be done successfully until we have a new and higher type of retailer; or until our present highest and most efficient type of retailer is very much more common than he is today. But isn't that precisely what the manufacturer is most anxious to see? Then why not pitch in and help?

A Tribute to the Memory of Wilbur D. Nesbit

BARTON, DUNSTINE & OSBORN, INC.
NEW YORK

Editor of PRINTERS' INK:

I have been sitting here for quite a while, looking at the picture of Wilbur D. Nesbit in your August 25 number, recalling the good times we had together, and wondering about the eternal mystery which we call death. I do not think that Dick would want any friend of his to feel sad at his going, but we cannot help feeling lonesome. It is hard to know that we shall not laugh with him again.

He was already an established success in Chicago when I went there from college. He was kind to me. I think he was kind to hundreds of kids who were trying to get a toe-hold in newspaper work or advertising. Everybody in the city liked him. He was the most popular after-dinner speaker in town; and I can remember how proud I was to know him.

In these later years I had seen him very little, but once in a while a letter would come, full of his own cheerful philosophy and good humor. Always I would say to myself: "When I am in Chicago next time I must see Dick." But one arrives on the Century and leaves on the Century and the years pass. What has happened in this rushing world that we have no time to be friends?

He wrote some poetry that is in scrap books and on the walls of homes and offices all over the land—not great poetry maybe, but the sort of poetry that people like. He wrote some advertisements that make us all proud to be advertising men. But the best thing he did was just being himself—a kindly soul, a laughing spirit in a world that has too few, a helpful friend to younger men.

BRUCE BARTON.

New Accounts with Fitzgerald Agency

The Guaranty Development Company, operating the Roosevelt and Bienville hotels, the Standard Fruit and Steamship Company, and the Union Indemnity Company, all of New Orleans, have placed their advertising accounts with the Fitzgerald Advertising Agency, Inc., of that city.

The General American Tank Car Corporation, Chicago, and the Gulf Crushing Company, Inc., Morgan City, La., have also appointed the Fitzgerald agency to direct their advertising accounts.

Canadian Campaign on Sheaffer Pen to Start in Fall

The W. A. Sheaffer Pen Company, Fort Madison, Iowa, plans to conduct a Canadian newspaper advertising campaign this fall. This campaign will be directed by the Advertising Service Company, Limited, Toronto, which has been appointed to handle the company's Canadian advertising activities.

When Is a Cigar Store Not a Cigar Store?

The Answer Is: When Side Lines Crowd Out the Main Line

By Robert T. Hanley

A SYRACUSE cigar man, some thirty-odd years ago, wanted a sign that would impress upon his public the fact that he sold cigars. So he told the sign painter to dip his brush in a Chinese red for a brilliant background as a starter, then to finish it off with a sort of raised wood block letter in mintage leaf gold.

But the exact name evolved was not satisfactory. It spelled "C. A. Whelan & Co.," just like that, and it didn't say anything at all about the goods for sale—cigars.

Some few years later, when George J. Whelan, the Syracuse merchant, talked the thing over with his several brothers, including the aforesaid gilded "C. A." or Charles, he decided a more imposing title would be necessary if the already progressive little chain of cigar shops was to be transplanted to the fearfully competitive field to the south, widely known as the City of New York.

So once again George and Charles, Michael and John Whelan went to see the sign man. And now they asked him to try this on a board: "The United Cigar Stores Company of America."

Well, the painter of signs had naturally heard about the Great Atlantic and Pacific Tea Company and other sonorous titles like that on grocery stores and banks, but he'd never heard of such an awe-inspiring declaration of independence and intentions on a cigar store. And he said so, too.

Ultimately, to keep the fellow quiet, the brothers Whelan agreed to compromise and call the concern the United Cigar Stores Company, let criticism fall where it may. Thus it came to pass that the first metropolitan United store the company opened on Nassau Street, New York, some twenty-six years ago, had that sign over the door.

To reinforce the idea that this was really a cigar store, and not a nickel and dime emporium like Frank Woolworth's red and gold trade-marked fronts, the Whelans put lots of cigars in the windows, and even more cigars in the show-cases inside.

Yet, withal the flamboyant attraction of real red paint around the door and windows, the store really didn't do so well at first. The active competitive cash it acquired the day of the premier was hardly enough to pay the hungry sign artist, even in those days of the 100 cent dollar.

However, with the help of some cute coupons devised by the Whelans' chief clerk, Herbert S. Collins, cigar smokers began to take interest in the United, and business picked right up.

This is very good. And yet, they say, notwithstanding increasing bulk sales, all is not well. Listen to what the company's house magazine says, editorially, about the present situation:

Let the mainspring of the finest watch in the world run down or "monkey" with it and all of the other wheels, gears and hands will slow down and eventually cease to function. Keep it properly "wound up" and all the other essential but dependent machinery will unite to make the watch the perfect time-piece it was intended to be. The obvious moral to this is, don't "monkey" with the mainspring and it is as applicable to business—our own business, as it is to the watch.

On the middle pages of this number of THE SHIELD there is a very vital message from Vice-president Collins which should be read by every person who has the least bit of interest in the United Cigar Stores Company or in their future with it.

That message is about cigars, the mainspring of the United—a fact which some of us have shown a tendency to overlook. Some of us too have failed to keep our cigar mainspring wound up, while others of us have to some extent been "monkeying" with it.

Not that United cigars have fallen by the wayside. That will never be allowed to happen in the United Cigar Stores Company but—we have reached

s
a
e
d
s
b
-

-
d
e
-
s
y
f

e
e
s.
o
d

y
g
n
-
e

st
or
er
rn
p
he
ry
r-
e.
't
it
rn

er
al
ns
on
he
in

he
ch
to
ed
nd
ne

en
al-
ar
ed

Constructive

You are really getting more constructive thought in Nation's Business than I find in any other magazine which comes to my desk.—

G. E. WEAVER, Treasurer, Weaver Manufacturing Co., Springfield, Ill.

NATION'S BUSINESS

Mr. G. E. Weaver, Treas.
Weaver Mfg. Co., 9th St.,
217 S. 9th St.,
Springfield, Ill.

September



1927

**An Answer to Mussolini's
Challenge** *by Julius H. Barnes*

**The Day When the Auto Was
a Joke** *by Chris Batchelder*

**Starting Business After the
Flood** *by Dale Graham* ☞ ☞

What Business Did at Stockholm
by Merle Thorpe ☞ ☞ ☞

Map of Nation's Business, Page 44



Published at Washington by the Chamber of Commerce of the United States

A QUARTER OF A MILLION CIRCULATION

The American Scene

A PAGE advertisement of N. W. Ayer & Son in The Saturday Evening Post of July 9th contained the following—

"He is an American living in the American Scene—hoping, reaching, climbing. Nothing is too good for him.

"In the aggregate, it is hard to over-estimate his purchasing power. Population figures are merely suggestive. They leaped from 91,972,266 in 1910 to 105,710,620 in 1920. The increase in the last seven years is estimated at another thirteen million. National wealth grew from 18 billion in 1900 to 70 billion in 1925.

"The luxuries of yesterday he accepts as necessities today. Automobiles, tiled bathrooms, radio, oil heating, electric refrigeration, the telephone, the talking machine—to mention only a few of them.

"Appeal to him with news of a worthy product today and he will respond if he is able. Appeal to him again tomorrow and he will be able.

"Yesterday he walked, or rode on street cars. Today he is planning to buy an automobile."

—and Tomorrow he will buy an automobile but continue to use the Street Cars!

Emory N. W. Ayer & Son

In 1907, when there were very few automobiles, the Street Cars of the United States averaged 26,000,000 passengers daily.


In 1927—with millions of automobiles in use—the Street Cars of the United States average 40,000,000 passengers daily, an increase of 53%.

In his article "The Next Few Years," which appeared in The Saturday Evening Post of August 13th, Floyd W. Parsons included the following—

The Transportation Problem

Street cars make up only 10 per cent of the traffic movement and carry 81 per cent of the passengers. The automobile carries only a little more than one-fifth of the passengers and comprises nearly 62 per cent of the traffic. New types of street cars, built largely of aluminum, beautiful and comfortable and operating noiselessly, will help remedy present traffic confusion. The bus is to play a mighty important rôle in handling traffic in the future, but it must be a part of a coördinated service under a single management. Indicative of how quickly trends may change are the figures showing that street railways last year carried 237,000,000 more passengers than in 1925. This means that we can cancel our orders for flowers for the last rites of the street car.

How many families, who now ride with the Street Car cards for an hour or more every day, will buy their first automobile in 1928?



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.



May We send You These?

We are about to issue three pieces of direct-mail advertising, each radically different from the other—piece number three being the annual Isaac Goldmann Company calendar in an unusually beautiful combination of colors.

Just a line on your letterhead, and without obligation we shall be pleased to put your name on our mailing list for the series.

Isaac Goldmann Company
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.
NEW YORK, N.Y.

TELEPHONE
WORTH 9430



the point where there must be a thorough awakening all along the line.

Cigarettes, pipes, candy and our sundry merchandise are all essential parts of our United machinery but when we neglect *United Cigars*, the indispensable mainspring of United merchandise, we're paving the way, slowly perhaps, but certainly very surely, for the whole "works" to get out of order—if not out of commission.

We are on the way to a 100% new order of things on cigars—a movement that will not be allowed to lag for a moment. We are going to check up on our weak cigar spots and we are going to keep checked. No man can be a United man unless he is a United cigar man first; and there will be no turning back from that policy.

We do not believe any man ever had any other intention but some have gradually allowed themselves to be diverted from cigars until they have all but lost sight of the main issue.

Read Vice-president Collins' message and heed it. Get back to United cigars and you will be a better United man on all of our other lines.

Here is what the former coupon cigar clerk, now vice-president of the company, says to the United salesmen who meet the cigar smokers face to face. The message appears in the same house magazine under the caption: "A message for the Good of the Company and Every Person Connected with It."

I am bitterly disappointed at the results obtained by our store salespeople and district managers in the cigar business building campaign on which we have paid out since last November over \$75,000. This commission plan was called off on August 1.

Our cigar business will never increase in our stores until our salespeople learn to talk cigars to cigar customers.

The main reason why our cigar business has not increased as it should, is that our salespeople shove a razor and shaving cream deal or a pipe or something else at our cigar customers.

Until our people learn to talk pipes and pipe deals to pipe and tobacco customers and cigars to cigar customers we are not going to get anywhere with our cigar business.

If, every time there is a deal on some sundry merchandise item, with prizes for district managers and store salespeople, our district sales managers order our salespeople to try to shove one of these deals down the throat of every customer we are going to do less and less cigar business.

I know that our pipe business can be steadily increased without conflicting with our cigar business. I know that sundry merchandise and sundry merchandise deals, if properly displayed in an attention calling manner in the windows and in the stores, will sell to pipe customers and cigar customers and cigarette customers.

I know that if our salespeople beg our cigar customers to buy these things instead of talking up our cigars and trying to sell more cigars, through striving to win customers' confidence, friendship and good-will with good cigars, we not only fail to sell the little sundry merchandise deal but drive the customers out of our stores into our competitors' stores where they can get decent cigar service.

We've got better cigars for the money, any type, any price, than any other cigar stores on earth but if our people don't make this fact known on every possible occasion we are not going to get increased cigar business.

If our district managers and store managers let some little prize of a hundred or two hundred dollars blind them to the big issue, the great truth that new business, increased business, more business can come to our stores only through an increased number of steady cigar customers, we are going back instead of ahead in our cigar business.

Until our people all realize that steady cigar customers will gladly buy all the sundry merchandise items they use from us if we please them with good cigars, our business will not go ahead.

I am not knocking any department of our business, I am knocking unintelligent salesmanship and bad business methods.

Yours for more cigar business, which means more business all along the line!

And Mr. Collins, who is the original cigar man of the organization, ought to know. He knows now, in fact, what some of the foremost independent competitors of the United have claimed to know for some time, i. e., that a cigar store is not a cigar store when the windows, the counters, the cases, the shelves and all about contain such things in quantity as alarm clocks, dollar watches, cameras and safety razors.

Drug stores may, and do, get away with it. But cigar stores? Hardly. Because, well, just because you, as a man and a smoker, don't like to buy your own daily dozen of cigars in a drug or department store unless you have to.

Price also has a lot to do with it, surely. But so has display. And so has salesmanship. See here what one of Mr. Collins' division sales managers in downtown New York thinks about it:

UNITED CIGAR STORES COMPANY
OF AMERICA

NEW YORK, JULY 14, 1927.

Dear Sir:

In my opinion the one thing that harmed cigar sales most was the elimination of the old individual Box Trade

Report, Form 1. In my humble way I have always fought to have it reinstated, and that is the reason for this letter to you. Reinstate Form 1—not a substitute for it—but the old-fashioned Form 1.

When the United was being made, every man who had the least bit of selling ability and ambition strove to fill page after page in his individual Box Trade Report, his Form 1. He tried to beat out the fellow along side of him. He suggested cigars by the box to every cigar customer and many times pulled cigar sales over on cigarette and tobacco customers. Why do I give Form 1 credit for this? Every man advanced on his cigar sales showing. The store manager got his job by being a good cigar salesman and the D. S. M. got his for the same reason and every man who rose higher could trace his success to Form 1.

Form 1 produced friendly though keen store rivalry; kept men keyed up to sell cigars by the box. In the days of Form 1 such phrases as "I have a wonderful special in a box of cigars" or "I have just the color you want," were always heard in our stores, but since its passing the box sales ambition also passed. Nothing makes a man work harder to sell than an individual record, especially if his future depends upon that record.

Some time ago I suggested that Form 1 be reinstated, that it be sent each week to the D. S. M., he to select the five best cigar salesmen from his S. S. M.'s and five from his salesmen. The names to be printed in THE SHIELD and those whose names appear to receive a check. The capable S. S. M. keeps a good check on his men through Form 1 and many have been made better cigar salesmen by its influence.

You will recall the interest in box sales standings as published in THE SHIELD years ago; what made that interest was the individual record—Form 1. It can produce only good; can again become the medium for arousing interest in box cigar sales and it should be reinstated.

I do not expect to see old time enthusiasm in a month, but it will come and through it we may again become United Cigar Stores.

Yours for cigars,
D. S. M. BENJAMIN.

This man knows, too. He is right. And Mr. Collins thinks he is so emphatically right that he has ordered the "Form 1" reinstated in revised shape, so that clerks shall once again make a record of their endeavors to sell cigars.

CIGARS ARE AN EVERYDAY PRODUCT

For, as Mr. Collins says, "cigars are bought almost daily," while "pipes and sundry merchandise items are only bought once or twice a year."

Cigars, to be sold in volume, are

just exactly like coffee or candy. They are regulated in sale by preference and taste, and they represent, in their different fields, a decided *personal* element in purchase which gives the advantage to the store selling the *exclusive* cigar line.

Again, with cigars, nothing is more important to the smoker of parts than a wide range of brands, sizes and shapes. Wrapper colors and precise conditioning of the tobacco also play their points in a manner which may not be realized by any outside the cigar business. Therefore, no other store is so well qualified to sell cigars as the modern cigar store, provided salesmen are experienced, and the brands and prices are what the smoker wants.

ADVERTISED BRANDS ARE NECESSARY

Cigar stores cannot be operated with house or private brands entirely. This may have been an original error of the United folk, as they have invariably played up their own brands, notwithstanding that their largest competitor, the Schulte organization, before its recent agreement with the United, had just as strenuously pushed the cigar brands of advertised and national popularity.

It is said by the cigar trade, in general, that the cigar business, as a business, is passing in favor of cigarettes. It is true that many of the smaller interests in the cigar trade have disappeared, but they have done likewise in almost all lines of manufacture and distribution. Great manufacturing units have usurped the place of the numberless small plants. Brands now advertised are known over a wide area.

This is the situation the United must meet in its new plans of regaining its past eminence in the cigar field. It is a difficult road to travel, to be sure, but it will be safely and rapidly covered just so soon as the entire organization is synchronized to display and offer cigars for sale, relegating the externals of the business to the place they should occupy—side lines on the side lines.

Sans Bunk

Tulsa has a population estimated at 145,000. In the Magic Empire *outside of Tulsa* there are 601,086 people. . . . Four times as many as in the city. That's the rich Oklahoma market and the complete Tulsa market unit . . . right at the door of Tulsa. . . . A market that cannot be separated from Tulsa.

This is one market — one compact, concentrated commonwealth, where Tulsa, mecca and metropolis attracts the trade of city dwellers and townsmen alike.

* * *

Though less than one year old, the all-day newspaper service of the Tulsa World has already thoroughly demonstrated its commercial economies . . . its invaluable service in covering

the wealthy Magic Empire . . . and its tremendous reader acceptance in increasing thousands throughout the Magic Empire.

While city carriers deliver 88% of The World's city circulation to the homes of Tulsa, fast motor trucks speed to the various cities and towns of the Magic Empire delivering their papers promptly to the carriers of those communities for distribution simultaneously with city circulation.

Here is a market no other newspaper even claims to reach as does the Tulsa World day after day. One order, one set of plates . . . and one newspaper, the Tulsa World . . . will gain you maximum response for your advertising message in this market. Detailed market information on request.

Sworn Average Net Paid Circulation July 1927

DAILY (M. & E.)
79,358

SUNDAY
64,198

NATIONAL REPRESENTATIVES

The Ford-Parsons Co.
360 N. Michigan Ave., Chicago
58 Sutter St., San Francisco

Bryant, Griffith & Brunson,
9 East 41st St., New York
201 Devonshire St., Boston
Walton Bldg., Atlanta, Ga.

Davies, Dillon & Kelly
707 Land Bank Bldg.
Kansas City, Mo.

An All-Day Newspaper

TULSA WORLD

Oklahoma's Greatest Newspaper

MORNING

EVENING

SUNDAY

THE NEWSPAPER THAT MADE THE MAGIC EMPIRE OKLAHOMA'S
GREATEST MARKET UNIT

The Advertising Value of Anniversaries

Anniversaries Have Their Obligations as Well as Their Advantages

By C. B. Larrabee

"I KNOW that many expensive and beautiful anniversary books have come to my desk," writes a well-known automotive advertiser. "They always look too good to throw away. The result is that after the most cursory examination they find their way to some closet shelf where ultimately a burst of housecleaning overtakes them and they land in the wastebasket."

This reminds me of an incident related to me several years ago by a food manufacturer who had just issued a rather expensive anniversary booklet to be distributed among dealers. The book had been in the mail about two weeks when the manufacturer received the following letter:

Dear Mr.

Your book telling how old your company is has just been received. This morning I have also just received from the Atlas Jobbing Company my latest order of Beano. Tell me, Mr. was this last shipment of Beano made the day your factory opened? If so, I'll put it in my window as a historical exhibit. If not, I would like to have another case in exchange for the present shipment which is made up entirely of stale goods.

A manufacturer can build new factories, he can iron out the peaks and valleys of his sales, he can hire and he can fire, but there is one feature of his business that he cannot control; that feature is the anniversary. Despite anything the manufacturer can do, each year another anniversary rolls around.

A great many advertisers pounce upon their anniversaries with all the eagerness of a football candidate pouncing on the ball during the first week of practice. They see in the anniversary an opportunity for self-glorification and fireworks. Other advertisers ap-

the 20th Century Limited America's premier train completes 25 years of service

When the fleets of CENTURY left Chicago and New York on the afternoon of June 15, the 20th CENTURY LIMITED service began its second quarter-century.

When in 1902 was a bold experiment in long-distance passenger service, but because, after more than 2,000 miles of operation on the water level route, one of the essential necessities of the day's work of American life.

The CENTURY is a national institution, recognized the world over as the highest development

in railroad transportation. The precision of the operation of this fleet of trains, single after single, from year-end to year-end, is one of the marvels of this age of machinery.

The generous measure of public favor which has been accorded the leader of the New York Central fleet is a source of pride to all New York Central men, who look upon the CENTURY as a stronghold of the rails, typifying the spirit of American transportation and American achievement.



NEW YORK CENTRAL LINES

THE 20TH CENTURY LIMITED IS ONE OF THE GREATEST ADVERTISING ASSETS THE NEW YORK CENTRAL HAS

proach the anniversary more gingerly. They realize that the anniversary has many implications, not all of them too happy. It is these advertisers as a rule who turn the anniversary to good advertising use.

An anniversary, indeed, means many things. First, it means that the company has been in business another year. If the anniversary has a high number attached to it (and the low numbered anniversaries


 OMAHA
WORLD-HERALD

— again

E. W. STRANG



W. T. PROSSER

THE WORLD-HERALD
EXCLUSIVELY...
IN OMAHA

STRANG & PROSSER
ADVERTISING AGENCY
L. C. SMITH BUILDING
SEATTLE

August 3, 1927

National Advertising Department
The World-Herald,
Omaha, Nebraska,

Gentlemen:

When the Associated Salmon Packers, something over a year ago, decided upon a national advertising campaign for canned Pink Salmon in 45 of the principal cities and distributing centers of the United States, Omaha was of course, among the number, and our choice of Omaha newspapers was logically the World-Herald.

Our initial campaign proved so successful and so satisfactory to members of the Associated Salmon Packers, that it was continued indefinitely by the packers and splendid results have followed in Omaha through the exclusive use of the pages of the World-Herald.

Helpful cooperation has been rendered in Omaha by the national advertising department of the World-Herald, with valuable suggestions and advice for improving distribution and speeding turn-over on salmon, the "King of Food Fish".

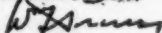
With the help of the World-Herald and other leading newspapers throughout the country it was possible to increase sales of salmon in the year ending June 30, 1927 by 1,149,373 cases, over the previous year, or the average of the previous four years, representing a value of close to \$7,000,000.

Permit us to congratulate the World-Herald on its part in this signally successful campaign.

43 National Food Accounts
used the World-Herald
Exclusively in Omaha during
the first 6 months of
1927

Very truly yours,

STRANG & PROSSER,



WTP:WJE

THE OMAHA WORLD-HERALD

O'MARA & ORMSBEE, INC.,
National Representatives

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

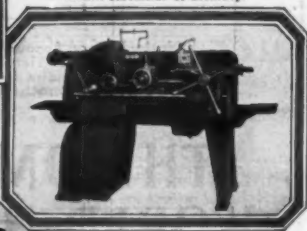


*Watch his interest quicken—
his attention concentrate—
when you back up sales talk
with the convincing evidence
of photographs.*

*"How can I use it
in my plant?" asks
the prospect—and
thousands of sales-
men give effective
answer with
photographs.*



*Outstanding differences between
your machinery and competitive lines
can be clearly displayed in photographs, the
modern barometer of accuracy.*



*Points in tapestry
design and wood
finish can be most
effectively put be-
fore the prospective
furniture buyer with
photographs.*

© M. A. O.

Inaccuracies Jeopardize Sales ...illustrate with Photographs!



WHERE verbal or written descriptions often fail, Photographs always convince. Properly made and reproduced, Photographs bring quick and easy understanding. For after all, the camera tells the truth—shows products, with their parts and features, as they *really* are!

PHOTOGRAPHS

Tell the Story

"SOUTH AMERICA'S GREATEST NEWSPAPER"

LA PRENSA of Buenos Aires is a national newspaper bought and read by every class throughout Argentina.

Strict independence, freedom from political affiliation, vigorous editorial leadership, and a great volume of informative news including the largest cabled news report in the world, explain why its circulation and its volume of advertising are larger than those of any other newspaper in South America.

Your advertising in LA. PRENSA will reach all classes in a nation with spending habits like those in the United States.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

saries have so little advertising value that they may well be ruled out of the present discussion) it means that the company must have been manufacturing a pretty good product for a great many years. It means a sound management that has been able to weather the financial ups-and-downs that come to any business. It means for the consumer, particularly in the case of such a product as an automobile, that there isn't much danger of the buyer having an orphan product on his hands if he buys the current model made by the be-anniversaried maker. For the dealer it means that he is tied up with a company that has manufactured a good product for a number of years and has been pretty liberal with its dealer—or otherwise it wouldn't have any dealers left.

Yes, an anniversary means all these things—and others. Yet, after all, the anniversary is only a secondary selling point. Once the advertiser gets this fact into his consciousness he is able to see the thing in its proper perspective and can go ahead advertising the anniversary.

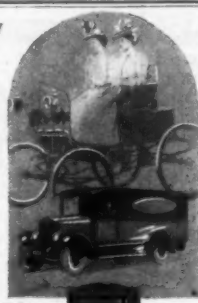
The New York Central Lines have seen a great many anniversaries come and go since the old DeWitt Clinton first puffed its jerky way along the rails. The railroad is old enough to add years with dignity and to know that anniversaries are rich wine that should not be quaffed too deeply.

Recently, the Twentieth Century Limited celebrated its twenty-fifth anniversary. Of course, this crack train is one of the greatest advertising assets the New York Central has and has been the theme of a great many advertisements. Therefore, it is interesting to see what the company did this year to fea-

ture the twenty-fifth anniversary of the Twentieth Century.

First, of course, was the newspaper advertising. Here is a typical piece of copy:

When the fleets of Centuries leave New York and Chicago on the afternoon of June 15, the 20th Century Limited service will begin its second quarter-century.

1 8 9 7

1 9 2 7


Autocar
a pioneer for 30 years again leads the way

FROM the earliest days of the automobile, Autocar has been a pioneer. Autocar designed the first portable spark plug testifier, Autocar designed and built the first Autocar dual-drive assembly, Autocar invented the double reduction gear drive, Autocar was the first in Autocar to use a revolving oil system. Autocar has pioneered and brought to its highest perfection the system of electric service through lamp-circuit and separated filament.

And now in its 30th anniversary year Autocar promises to greatest strength, a 15-ton Delivery Truck with the speed, gain and comfort of a low passenger car—and the rigidity of a locomotive.

This is the Autocar's newest addition to the most complete line of motor vehicles that is on the market today—most complete because most completely adaptable in type and in wheelbase length to each specific loading job.

The Autocar Co.
ARDMORE, PENNA.



THIRTIETH ANNIVERSARY YEAR

CONTRAST IS USED IN THE ADVERTISEMENT TO SHOW THE PROGRESS OF THIRTY YEARS

What in 1902 was a bold experiment in long-distance passenger service, has become, after more than 9,000 nights of operation on the water level route, one of the essential necessities of the day's work of American life.

The Century is a national institution, recognized the world over as the highest development in railroad transportation. The precision of the operation of this fleet of trains, night after night, from year-end to year-end, is one of the marvels of this age of machinery.

The generous measure of public favor which has been accorded this leader of the New York Central fleet is a source of pride to all New York Central men, who look upon the Century as a thoroughbred of the rails, typifying the spirit of American transportation and American achievement.

This advertisement was headed by a picture of the Century and at

RESULTS

in ARGENTINA

After all, **results** count in
ARGENTINA as in every market

LA NACION *of Buenos Aires*

not only continues but is steadily increasing its leadership of years in the volume of display advertising carried in all classifications.

1927	LA NACION	Nearest Competitor
January	447,832 lines	321,062 lines
February	386,540 "	295,988 "
March	418,880 "	343,112 "
April	518,980 "	391,160 "
May	568,260 "	459,844 "
June	510,972 "	410,564 "
	2,851,464 lines	2,221,730 lines

LA NACION leads for the first half of 1927 by 629,734 lines.

LA NACION *gains* over first half of 1926 by 241,327 lines.

Nearest Competitor *loses*, against first half of 1926, 139,485 lines.

LA NACION maintains and increases its margin of leadership because it produces **results**.
Are you getting **your** share in one of the world's wealthiest markets?

"Ask LA NACION
about ARGENTINA"

"Ask ARGENTINA
about LA NACION"

what we call our '25th Anniversary' book. It was not very elaborate, as such books go, but it ran into quite a little expense. It was impossible to trace any direct advertising benefit to this book, although we received at the time it was sent out many gratifying comments on its appearance and on our self-proclaimed birthday. Since then, it has been occasionally useful to find in response to the inquiries derived from people who, for various reasons, wanted to know the history of this company or to obtain pictures of some of our earlier models.

"This year we decided to make our anniversary sufficiently known to put it on record but not to get out any special booklet in commemoration of it. Therefore, we devoted a regular full-page advertisement to featuring our anniversary. In it we endeavored to tie up our modern product with the anniversary suggestion in the background. We received many comments on the advertisement, but the number of inquiries from actual motor truck prospects was less than we usually obtain from our advertisements.

"In order to keep our anniversary on record throughout the year without any additional expense, we designed early this year a new signature slug from which electroplates have been made that have been printed in practically all of our 1927 advertisements."

Other advertisers are making incidental mention of their anniversaries in their advertising. Armour and Company, for instance, have made a very brief reference to the fact that they have been in business sixty years, but an official of the company says that to stress the subject would detract from its regular advertising campaign.

The Kiel Furniture Company, which is at present featuring the "table shy" idea in its advertising, has used its thirty-fifth anniversary as a hook in its advertising to dealers. In one advertisement, for instance, the company says:

Kiel celebrates their thirty-fifth year in table manufacturing by offering to you at the Mid-Summer Market in Chi-

cago the most beautiful and most complete line of tables ever made by them during their thirty-five years of business.

The Pioneer Suspender Company is using the line, "1877—Golden Anniversary—1927" as a catch-line across the bottom of its advertising.

How a department store can use the anniversary idea in its advertising is evidenced by the experience of D. H. Holmes Company, Ltd., of New Orleans. Says E. Davis McCutcheon, advertising manager of the company:

"We decided that we would use the progress of the city of New Orleans as the central theme for our 85th Birthday Sale. To this end, we published in advance of the opening sales day institutional advertisements outlining the progress of New Orleans as reflected in the various industries pertaining to New Orleans. The subjects covered were railroads, shipping, manufacturing, finance, schools, and lumber. This series of advertisements, run one a day, linked with the Holmes 85th Birthday Sale as shown by the last paragraph of each one.

"The success of the planning and presentation of this sales event is shown by the fact that the total value of business done by Holmes on the first day of the Holmes Anniversary sale was greater than that of any other day in the entire eighty-five years history of Holmes store.

"Another interesting feature of this event was an essay contest held among the public children of New Orleans, on the subject 'The importance of Holmes as a Business Institution.' Hundreds of essays were received and from these an outside committee of New Orleans business men selected the twenty best essays. The winners of these essays were each presented by Holmes with a ten-dollar gold piece. The winning essays were then published as a part of the Holmes newspaper advertisements during the sale."

A typical piece of copy in the institutional series read as follows:

Finance—the backbone of commerce—is amply provided by the banks of





A N N O U N C E M E N T

NATIONAL SHELTER GROUP
COLOR SERVICE



WALTER C. MILLAN, Inc.

AN ORIGINAL AND GREATLY IMPROVED COLOR ADVERTISING
SERVICE, DESIGNED FOR THE MANUFACTURERS
OF SHELTER PRODUCTS

NATIONAL SHELTER GROUP

The number of periodicals formerly covered by

THE CLASS GROUP

Color Service

having been augmented and sub-divided into three Divisions, we announce that this enlarged consolidated Color Service will be known in the future as the

NATIONAL SHELTER GROUP

COLOR SERVICE

c o m p r i s i n g

NO. 1.—THE CLASS GROUP—CONSUMER DIVISION

ARTS & DECORATION

COUNTRY LIFE

GARDEN & HOME BUILDER

HOUSE BEAUTIFUL

NO. 2 —ADVISORY—INVESTMENT DIVISION

ARCHITECTURE

BANKERS MONTHLY

BUILDING DEVELOPER

BUILDING INVESTMENT

NO. 3 —CONTRACTOR—BUILDER DIVISION

AMERICAN BUILDER

BUILDING AGE & NATIONAL BUILDER

COLOR ADVERTISING IN THE NATIONAL SHELTER GROUP WILL BE
AVAILABLE WITH THE JANUARY 1928 ISSUE

FORMS CLOSE OCTOBER 25TH

WALTER C. McMILLAN, INC.

NATIONAL SHELTER GROUP

"Of the three great essentials—Food, Shelter and Clothing—it was Shelter in which man first expressed his desire for something more than mere existence. A leopard skin about his shoulders gave him warmth—hung on the wall its color changed his cave shelter into a home."—MARSHALL

RESIDENTIAL BUILDING IS DIVIDED INTO THREE CLASSES—

Private Dwellings, erected by owners, 1926, value of material	\$270,861,680
Private Dwelling Developments, erected by Corporations or individuals for leasing or resale, '26, value of material	\$208,664,160
Apartment Houses, erected by Corporations for leasing (or resale), 1926, value of material	\$488,736,200

The character of the building business and the National Shelter Market precludes any common rule for the merchandising of Shelter Products. The variety of Shelter Products—ranging from brick and cement to tapestries and shade trees—demands an endless variety of promotive efforts. It is to meet just this problem in a thoroughly practical and economical manner that the NATIONAL SHELTER GROUP has been organized.

The factors controlling the annual expenditure of the residential building dollar are:

- 360,000 Consumers (either owners or tenants).
- 30,000 Landlord Corporations and Merchant Builders who must market their properties to consumers educated to a high quality of construction and equipment.
- 8,000 Architects who constantly deal with the consumer, Merchant Builder and Apartment House Owner.
- 40,000 Banks, Trust Companies, Insurance Companies, Building and Loan Associations, Trusts, Estates and other sources of Mortgage Funds, who loan on properties only after appraisals based on construction, equipment, location, appearance and future market value.
- 205,000 Building Contractors, Sub-Contractors and Engineers who must keep abreast of the Shelter Products market.
- 25,000 Building Material and Equipment Dealers who, unlike dealers in many lines, make larger profit on well advertised products.

THE TOTAL PRIMARY FIRST-GRADE RESIDENTIAL MARKET IS COMPRISED OF APPROXIMATELY 700,000 INDIVIDUALS . . . COMBINED THEY HAVE EACH YEAR THE DIRECT AND FINAL APPROPRIATING OF A \$2,500,000,000 BUDGET . . . THE NATIONAL SHELTER GROUP REACHES WITH DELIBERATE INTENSITY AND DIRECTNESS A CROSS SECTION OF THIS MARKET OF APPROXIMATELY 55%.

NATIONAL SHELTER GROUP

The rate for a four-color page in the National Shelter Group is \$6,500.00 — representing a value that is wholly unique in the periodical publishing field. The Divisions may be bought separately.

EVERY MANUFACTURER OF SHELTER PRODUCTS, EVERY SALES
MANAGER, SPACE BUYER AND ACCOUNT EXECUTIVE SHOULD HAVE
AT HIS ELBOW THE

"CONDENSED ANALYSIS OF THE SHELTER MARKET"

containing

- | | |
|---|---|
| 1. THREE ESSENTIALS OF
EXISTENCE | 8. RATE OF DEPRECIATION OF
EQUIPMENT, FURNISHINGS
AND OTHER SHELTER PRO-
DUCTS |
| 2. THE SHELTER OR BUILDING
MARKET | 9. WHEN DOES THE ARCHITECT
SPECIFY? |
| 3. THE PRINCIPAL SUBDIVISIONS
OF THE BUILDING FIELD | 10. COVERING THE HIGH GRADE
SHELTER MARKET THROUGH
A SINGLE ORGANIZED GROUP
OF ESTABLISHED, INTEN-
SIVELY EDITED PUBLICA-
TIONS (IN COLOR) |
| 4. THE VALUE OF THE BUILD-
ING MARKET | 11. SHELTER MERCHANDISE |
| 5. THE NUMBER OF INDIVIDUALS
DIRECTLY CONCERNED | 12. COST |
| 6. THE STATUS OF THE INDIV-
IDUALS CONCERNED IN
BUILDING OPERATIONS | |
| 7. THE TREND IN BUILDING
OPERATIONS OF ALL KINDS | |

NOW AVAILABLE AND READY FOR DISTRIBUTION

NATIONAL SHELTER GROUP

COLOR  SERVICE

WALTER C. McMILLAN, INC.

565 Fifth Avenue, New York





New Orleans, the city known throughout the United States as "the financial center of the South."

The banks of New Orleans today have over 50 offices and branches and represent \$15,600,000 capital, \$10,250,000 surplus, \$245,000,000 deposits and \$323,600,000 resources.

Intimately associated with finance, it is a source of pride to New Orleans to know that homestead resources have jumped from \$11,819,139 in 1910 to \$103,591,652 in 1926 and that property valuations have more than doubled in the same period.

To the Spirit of Progress, Holmes dedicates its 85th Birthday Celebration—an event in which every section of the store participates with timely merchandise at most unusual savings.

85 Years of Progress in New Orleans Will Be Celebrated by Holmes With Its 85th BIRTHDAY SALE

Which Begins Monday, April 4th.

The anniversary has its dangers as well as its benefits. The chief danger is that the advertiser will become so excited about telling people that his company is fifty years old that he will forget people are primarily interested in what the product will do for them. Therefore, he interrupts the regular tenor of his advertising to glorify himself and his company, failing entirely to sell his product.

Anniversary advertising, then, should be supplemental rather than the chief feature of the campaign. The anniversary should be used as an evidence of successful manufacture, not as a sole sales argument. "Because we've been in business fifty years we are able to make our present excellent quality of merchandise" means a lot more than "We've been in business fifty years and that's great." Yet a lot of anniversary advertising is tuned to the latter note.

The anniversary is not so much an occasion for congratulation as for a serious accounting of what has gone before and of how past failure can teach future success. In other words, this business of having birthdays is a serious business.

Some of the most effective forms of anniversary advertising have been booklets. As a rule, such booklets should paint the history of the company against the background of the nation's history. Such a use of national history will interest the average prospect more than a recital of

the history of the company alone.

The anniversary is an advertising asset, no question of that, but it is a liability if the advertiser tries to overdo the anniversary theme. Before the advertiser decides to feature the longevity of his company he should sit down and determine just what commercial age means. Once he has found his answer he will be in a position to proceed sanely and successfully with the anniversary as a secondary advertising theme.

Judge Gary's Will Made Basis of Advertisement

The Bankers Trust Company of Philadelphia used excerpts from the will of the late Judge Gary in its newspaper advertising. Under the heading of "Judge Gary in His Will," were several quotations from the advice handed down to his descendants and family on the subject of money matters. They were as follows:

That they refrain from anticipating their income in any respect. That they loan money only on good security and never make personal loans. That they avoid all doubtful investments, regardless of how glib the salesmen may be. That they always reject the opinions of others if involved in any doubt.

The bank closed its advertisement with the statement that "This is wise counsel from the man whose leadership created the greatest industrial corporation in the world."

New Advertising Business at Salt Lake City

Louis W. Larsen, who has been for the last eight years with Stevens & Wallis, Inc., Salt Lake City, Utah, is head of a new advertising business known as The Ad-Craftsman, at that city. Associated with him are Fielding K. Smith, Paul S. Clowes and Joseph Havertz.

New Accounts for Dade B. Epstein

Sally Frocks, a chain of women's wear retail stores, the Ross stores, five cents to a dollar chain stores, and Alexander H. Revell & Company, furniture, all of Chicago, have appointed Dade B. Epstein, Chicago advertising agency, to direct their advertising accounts.

Valley Paper Company Appoints Holyoke Agency

The Valley Paper Company, Holyoke, Mass., manufacturer of bond, ledger and typewriter paper, has placed its advertising account with Charles E. Vautrain, Associates, Holyoke advertising agency.

Kilgen Turned to Advertising 285 Years after Its Founding

Old World Craftmanship Is Being Featured in the Kilgen Organ Advertising Which Is Helping This 287 Year Old Company to Expand Its Business

TWO hundred and eighty-seven years ago Sebastian Kilgen built the first pipe-organ which bore his name. The instrument went into an old-time German abbey, which long since has gone into ruin.

Many thousands of Kilgen organs have been built since that time, all by the Kilgen family, which has continuously followed the craft of its forebear; but not until this year did the world at large begin to know it.

It was 285 years after its founding that Kilgen turned to advertising. During the last two years, this firm has learned enough about it to realize that a reputation's value depends upon the extent of its renown. Generation after generation, Kilgen maintained a successful organ-building business through the word-of-mouth advertising that followed successful installations. But it was a slow process of building.

The only advertising that had been attempted before 1925 was occasional circularizations of selected lists and the multifarious "good-will holders" that went into church programs, school year books and various transitory publications of pipe-organ purchasers or prospects. Most of the money was expended as a result of "strong-arm" solicitations, and the rest went into sporadic efforts to stimulate sales for a period.

In 1925 the firm was importuned to include in its budget a modest appropriation for advertising on a sound—and scientific—basis. The results of these efforts would determine the future advertising policy for Kilgen pipe organs.

Now, it is difficult to segregate the pipe-organ market. In the first place pipe-organs are installed primarily in churches. Secondary markets are motion-picture thea-

ters, municipal auditoriums, lodges, funeral parlors and private residences. Since the church constitutes the fundamental market and since Kilgen was most closely identified with it, the decision to appeal to this group of buyers was a natural one.

Reaching the buyers of church organs alone, however, is no simple matter for a small appropriation. There are three distinct elements on the committee that selects a church instrument. The minister, of course, is usually a member, and the organist is a second one, while the remainder of the group is made up of people whom we will call Mr. and Mrs. X. They are lawyers, insurance men, merchants, school teachers and what not. Being merely good citizens, it is impossible to reach them through any distinct channels.

ORGANISTS FIRST

It was decided to use the first Kilgen appropriation in publications which reached the organists in such dominating space as to be effective. To reach ministers of all denominations required too large an outlay of money, so one denomination was selected for a trial. Naturally, it was hopeless to seek Mr. and Mrs. X, as general mediums would be required for that.

The results of the first year's advertising, although not outstanding, did indicate sufficient returns to spur the company on further. The following year the organist field was reached and the list of religious papers built up to reach the ministers of practically every denomination.

The mind of the cleric is a thirsty one, especially on ecclesiastical subjects. Kilgen offered a wealth of information on a subject that was but little known to

—and common sense.

[The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.]

MULHENS & KRÖFF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>												
1913	1914	1916	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925 1926 1927
COLUMBIA PHONOGRAPH COMPANY, <i>The Viscotonal Columbia; Columbia New Process Records</i>												
1913	1914	1915	1916	1917	—	—	—	—	—	—	—	1925 1926 1927
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>												
1914	1915	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926 1927
THOS. A. EDISON, INC., <i>The Ediphone</i>												
	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>												
	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	
WHITING PAPER COMPANY, <i>Writing Papers</i>												
	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927		
THE TEXAS COMPANY, <i>Texas Petroleum Products</i>												
	1920	1921	1922	1923	1924	1925	1926	1927				
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>												
	1920	1921	1922	1923	1924	1925	1926	1927				
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>												
	1921	1922	1923	1924	1925	1926	1927					
WHISTLE COMPANY OF AMERICA, <i>Beverages</i>												
					1922	1923	1924	1925	1926	1927		
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>												
									1925	1926	1927	
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres, led by The Paramount in New York</i>												
											1926	1927
FEDERAL-BRANDES, INC., <i>Kolster Radio</i>												
												1927

Hanff-Metzger

Incorporated
Advertising

Organized 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

ministers. The history of pipe-organ music, the development of the instrument and the manner of its building were subjects exploited in its religious-paper advertising, with more detailed expositions offered in the literature which might be secured by writing to the company.

If the first year's advertising effort indicated that the new policy was a sound one, that of the following year was convincing proof. Valuable contacts were established in every section. Whereas the business had come principally from the Middle West during the previous three-quarters of a century, a host of new Kilgen installations went east of the Alleghenies. Sales offices were established at Chicago, Kansas City and Houston and the representatives found territories made fertile by the publicity seeds that had been sown with the organists and the clergy.

Kilgen, for generation after generation, had known that its pipe-organs were worthy ones, but had been content in its realization of unexcelled quality. Now came the new order. The first taste of success through advertising convinced the present Kilgen régime that craftsmanship which was born in Durlach, Germany, almost three centuries ago, might learn from modern merchandising methods.

A LARGER PLANT

The new influx of business and observation of the new regard with which the firm was held resulted in the selection of a new plant, with facilities for far greater production. "We realized," said Charles Kilgen, president of the company, "that we would have to start out with a greater volume than we had had before in order to justify the greater overhead expense, but our business of the preceding year and contact with the field indicated that the greater volume would be forthcoming."

In 1927 Kilgen started out with the idea of telling its three-century story to Mr. X of the church organ committees throughout the

land. The organists and the ministers knew of the age-old heritage of craftsmanship, but the pew-holders and organ donors were as yet uninformed.

True, it was a modest effort, but at last Kilgen had adopted a policy of seeking consumer favor. Moderate space in eight magazines was used to dramatize the Kilgen story. Realizing that many organ companies had tone, beauty and fine quality to exploit, Kilgen decided to sell that which was unique unto itself—almost three centuries of experience in building pipe-organs. "When Sebastian Kilgen Built His First Pipe Organ," "When Armored Knights Paused to Worship," and "Easter Services 287 Years Ago" were typical headlines of a series of advertisements that fairly breathed through its copy, art and typographical treatment of Old World craftsmanship.

MORE NEW OFFICES

During the last year new sales offices have been opened at New York, Cleveland, Cincinnati and Minneapolis. In each instance the firm has seen the value of its advertising in that the new territories have been put on a paying basis within a few months after their opening. Rare, indeed, is the instance that a Kilgen salesman is not well received by an organ prospect, and frequently he is importuned to discuss the interesting history of his firm.

During the last few years the organization has also made great strides in the motion-picture field, due to an aggressive publicity policy directed to the exhibitor.

All of this success is certainly not due to advertising; but the present Kilgen builders are certain enough that it has played a helpful role to be enthusiastic about their program for next year. "Two hundred and eighty-five years was a long time to wait for an advertising creed," says Eugene Kilgen, secretary of the company, "but at the same time we feel that three years was a short time to build an advertising momentum."



The Chicago Defender,
3435 Indiana Ave.,
Chicago, Illinois.



Gentlemen:-

Some time ago we started an advertising campaign on Kitchen Kleanser in the Chicago Defender. Since that time our sales in the colored districts of Chicago and vicinity have shown a substantial increase.

We realize the growing importance of the colored market, and we have found that the best way to sell Kitchen Kleanser to the colored housewife is through the advertising columns of their own race newspapers.



Very truly yours,
FITZPATRICK BROS.

Alfred H.

12,000,000 BUYERS SPENDING
\$5,000,000,000 A YEAR

THE ONE WAY TO REACH THEM!

The Chicago Defender

is America's great national medium for reaching the Colored Race

For information address

CHICAGO DEFENDER
3435 Indiana Ave., Chicago

or

W. B. ZIFF CO., Special Representative
608 S. Dearborn St., Chicago
171 Madison Ave., New York



Retail Awareness!

Has your Product "IT"?

WHAT happens when your consumer advertising sends people into drug stores to ask for your product?

Does the customer's request for your product—the mere mention of its name—flash into the mind of the druggist or his clerk—INSTANTLY—a mental picture of your product, its sizes, its prices, the purpose it is designed for, its

exact location in the store—and your method of making customers for it?

If so, your product has "retail awareness."

The customer then receives the kind of quick and willing service that creates confidence and makes for repeat purchases of your product.

Or does this happen?

"Sorry, we don't stock it."

"How do you spell it?"

"What is it like?"

"What is it for?"

"Never heard of it."

—then you lose both the confidence of the customer in your product and his business.

Scores of leading drug trade advertisers are promoting "retail awareness" of their product through DRUG TOPICS.

DRUG TOPICS reaches every worthwhile druggist in the United States and Canada; circulation guaranteed in excess of 51,000 copies per issue. A low advertising rate, an enviable record of trade paper performance for its advertisers, a receptive reader circulation—makes DRUG TOPICS the ideal medium to use in creating this "retail awareness."

This is proven by the fact that more advertising of drug store products appears in DRUG TOPICS than in any other magazine in the world.

If your product is now sold, or can be sold to, or through drug stores, you owe it to yourself to investigate DRUG TOPICS Service. Our close contact and intimate knowledge of the drug trade are at your service—Write or 'phone.

DRUG TOPICS

The National Magazine of the Drug Trade

TOPICS PUBLISHING COMPANY, Inc.

Also Publishers of Wholesale Druggist, Display Topics, Drug Trade News

291 Broadway, New York

Atlanta Boston Chicago Cleveland St. Louis San Francisco

Reaching the SUBURBS of New York

Every day far more copies of The Sun are sold to homeward-bound commuters at the Grand Central Station than of any other New York newspaper.

Advertisers who want their messages to go into the homes of the active, prosperous people of New York City and its suburbs find The Sun the most effective medium available.

Facts like this explain why The Sun is used to a greater extent by both national and local advertisers than any other New York evening newspaper.

The  Sun

280 Broadway, New York

The Old World Puts Youth into Its Posters

Definite Characteristics Found in European Outdoor Advertising Design
Which Make for Continued World Leadership

By W. Livingston Larned

[EDITORIAL NOTE: Mr. Larned who wrote this article spent the summer in Europe and while there visited a number of art exhibitions. The article is particularly timely in view of the series of poster covers which are appearing on *PRINTERS' INK MONTHLY*. His reference to poster art in Italy in this article will be of interest to readers because the October cover of *PRINTERS' INK MONTHLY* is to carry a reproduction of an Italian poster.]

IT was in a little village on Lake Como, Italy, and three well-known American painters had stopped before a poster hoarding whereon was displayed a brilliant announcement concerning the Volta Anniversary celebration. Volta, it will be recalled, originated the fundamental idea of the storage battery and of "voltage" as applied in such a vital manner today in the accurate measurement and segregation of electrical power. Volta was born here and Como saw his first, embryo experiments.

"A wonderful poster," was the appreciative comment of one of the artists, "daring in idea and conception, and conspicuous, to a degree, for its success in reflecting the Italian temperament. Its text concerns Volto but it is actually a shrewd advertisement for Italy."

"I have observed," said the second artist, "that new life, new spirit, has suddenly been injected into the poster art of the country and it is a significant movement in which the Government plays a trump hand. Everywhere I have gone, there are officially released posters pertaining to special celebrations, fetes, expositions and civic enterprises. Their artistic excellence is uniformly high. It is perfectly obvious to me that some Government jurisdiction is being exercised in this field."

True. During the last year, Mussolini himself, it is said, has found time to build a supreme and comprehensive censorship as re-

gards outdoor advertising throughout Italy. Advertisers who employ this method may no longer proceed, fancy free. A competent committee now passes upon posters intended for use in Italy. They must measure up to a definite quality standard; they must possess high artistic merit; they must be discreet in the material used, with thumbs down on anything pictorial which might give tourists a "wrong conception" of the country and its people. Of greater significance is a definite trend in the direction of posters which, although advertising a product, shall at the same time echo a new Italian invincibility of spirit.

It is said that every California poster, or, in fact, advertising of all kinds emanating from that State, quietly, unobtrusively exploits the tempo of a "Land of Sunshine," and this year Italian outdoor advertising puts this interesting experiment to the test.

But the Government itself is a wise pace-maker. Under the Mussolini régime, the edict has gone forth to find reason for special events in many localities and each one of these is widely advertised with posters. They are one-sheets, for the most part, but they are of a distinctly high standard and it is easy to see that two things have taken place: First, artists of a less commercial ranking are used and, secondly, there is always in the background the most rigid of artistic censorship.

The movement, in every part of Europe, has been so subtle that few perhaps, have read between the lines, but it is nevertheless true that in England and from one end of the continent to the other poster advertising is being made to serve a constructive dual purpose. Very properly, with an

eye on the immense floating population and the recurrent and ever-increasing army of tourists, the Governments say: "We will be judged by our hoardings. If their art is poor art, no good purpose is served. First, then, all designs must be worthy and executed by exceptional talent. So long as our streets and traffic routes are to be commercialized by advertising, let it be advertising which can be pointed to with pride. Moreover, the advertiser should be cheerfully willing to advertise his country, as well. Such atmosphere as employed may well picture the spirit and the scenic investiture of our country."

STRINGENT CENSORSHIP IN SWITZERLAND

Visiting some eleven exhibitions of posters in as many lands, this idea was strikingly in evidence, in any personal analysis of the current trends. It is very pointedly marked throughout Switzerland, for example, where a censorship of outdoor advertising exists which is the most stringent of them all. Nothing is permitted to go on the boards that has not been first submitted to, and approved by, in sketch form, a special committee sitting for this specific purpose. It is universally agreed that this idea has raised the art standards of poster advertising in Switzerland to an incredible extent in less than twelve months.

Critics seem to agree that the European poster, as a rule, is superior in many ways to the American product; and that this marked superiority persists, despite the commendable strides which have taken place of recent years. Not until you travel through Europe and study outdoor advertising in its native heath, are you compelled to admit the truth of the statement. The limited number of reproductions which are obtainable in this country give but an indifferent idea of the aggregate artistic merit of the hoarding designs. To be assayed at their true value they must be seen, not only in color, but in juxtaposition with the atmosphere of each place, in its turn.

Europe concentrates and specializes in posters, and has long done so, which may account for the leadership to a considerable extent. In lands where magazine and newspaper advertising is almost negligible, there is a conscientious concentration on poster art. Pride is taken in it. England, France, Italy and Switzerland are noticeably ambitious in this direction, and the quality is constantly improving.

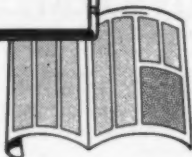
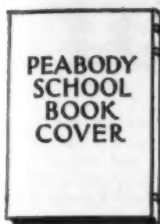
This question was put to an English poster artist, in a discussion which arose over the relative merits of railway poster design in America and England:

"Your hoardings are in exquisite good taste, notably the posters issued by The London Tramways; how do you account for their pronouncedly important artistic merit, as contrasted with our own efforts in the same general field?"

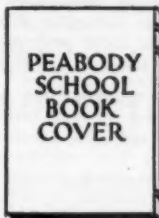
The answer was conclusive: "It is all a matter of temperament, tradition, public reaction. English people would be attracted to a quiet Twickenham stream, willow-draped, as charmingly portrayed by the poster artist. They would not be interested in the mechanical means of arriving there nor of any unusual excitement connected with the locality. The artist is therefore vastly encouraged by the material he is licensed to use—a crumbling old church—an ancient Roman arch—a meadow splattered with poppies. The ingredients are of a character to invite eye-pleasing poster illustrations. I would say that in America your temperaments would call for the expediency of travel—the rapidity with which it could be done—a study of a train thundering at top speed, and similar devices. I am unwilling to concede that anything, any subject, can be made into the ideal poster. Very largely, English designs are frankly sentimental."

There is, unquestionably, much valid argument in this, and it applies to the poster art of many European countries. The subject-matter is less commercial. It does not seek to place commercialism necessarily first, although the selling objective is never absent.

There is a poster technique



\$400 or \$4,000-



You get dominating position with
PEABODY SCHOOL BOOK COVERS *no matter how much or how little you have to spend—*

Suppose your appropriation is limited. Which would you prefer:

Small space on a crowded page, or the entire back cover of a medium that stays in use for nine months?

Or suppose you use an occasional full page. Why compete with 100 others when you can have back cover prominence for the same money with Peabody School Book Covers?

To say nothing of their selective circulation!

Over 15,000,000 Peabody School Book Covers are available for advertising in 1928. Put out by George Peabody College for Teachers, Nashville, Tenn., they have nation-wide distribution through the cooperation of 30,000 alumni holding executive positions in public schools. Strong, durable, attractive, these covers will carry your message straight to children, and right into their homes.

EDUCATIONAL ADVERTISING COMPANY

George D. Bryson



Phone: Chickering 5657

55 West 42nd Street, New York City

which many American advertisers rather deliberately ignore. That simplicity which is one of the essentials and certainly a large part of the proper atmosphere of a true poster, is noticeably absent in some of our most pretentious outdoor campaigns.

The most casual study of Old Country posters discloses that they invariably adhere to this definite and distinctive technique which inspired the very first outdoor design. They are simple—simple in the elements contained, in composition and in the use of flat areas of color. They are as distinctive, in these respects, from magazine work as possible. Whereas the temptation in America is to "refine" poster illustrations to the point where they are of magazine advertising technique, the European idea is one of absolute simplicity. Subjects are chosen because they can be treated simply both in color and in composition. One is "long range" technique; the other, detailed technique resembling an enlargement of a magazine campaign original. This is not universally true of the American poster, but it is too often in evidence. We seek super-art and go to the men who produce it, despite the fact that these artists are not in any sense "poster artists." It is a designing and a color specialization of the most emphatic character. To take an illustration in full color, which has been used for magazine purposes, and enlarge it into poster proportions, is to run counter to certain definite ethics of the field which are based not on mere tradition but on the visual reactions of the broad highway.

In whatever country visited, examples of foreign poster art indicate an almost worshipful sensitiveness to this true technique of the poster. Their picture visibility is vigorous. They are meant to be "seen at a distance." And always, in every instance, they have racial character of an unmistakable sort.

Certain current ideas are, in the meanwhile, successfully new. France is having a run of "serialized posters," with advertising

characters held, year after year; the poses and action and settings changing with each design. It is a continuity which assists in binding together any extensive poster effort.

It is not uncommon for an advertiser to hit upon some one superlative design and repeat it, almost interminably, without any change. A certain French poster featuring a child's laughing face is now in its sixth year and shows no signs of having outlived its usefulness. Europe believes in holding a poster until it has left a very emphatic and unforgettable impression.

A GERMAN CRITIC'S VIEWS

And what may be considered the active concept of the ideal Old World poster, as viewed through Old World eyes? A competent critic, writing in a German publication, is pitiless, yet frankly analytical in summarizing European poster art—and American:

"Considered from an artistic point of view, there is no means of commercial or 'publicistic' solicitation as interesting as the poster, for it is not only the carrier of a mercantile intention, but it is likewise, at least to a certain degree, the mirror of the combined power of artistic expression of an entire people. It is therefore particularly interesting to compare posters of the different countries.

"Even a casual glimpse of these posters, their form and color, reveals to us temperaments that differ radically from one another, and as the art forms of a certain country are at the same time the propaganda forms and speech of this country, it becomes necessary for every merchant and every commercial artist to occupy himself with these, and to endeavor to understand them."

Observe, please, in this statement, that new plan of putting subtle local propaganda into the poster.

"Consider the English poster from this same point of view—we at once recognize that it expresses an extraordinarily strong and deeply rooted tradition of social values. Even in work in which an

110% GAIN

NATIONAL ROTOGRAVURE ADVERTISING

That is the six months comparison of 1927
over 1926 of the SYRACUSE, N. Y., HERALD.

ROTOGRAVURE LINEAGES SYRACUSE, N. Y., NEWSPAPERS

First Six Months 1927

	HERALD	Post-Standard	Herald's Lead
Local	68,676	18,044	50,632
National	48,162	33,730	14,432
Total	116,838	51,774	65,064

(DeLisser Bros., Inc., Figures)

In total ROTOGRAVURE ADVERTISING for the first six months of 1927 the Herald published considerably more than two thirds of all such advertising appearing in Syracuse.

SYRACUSE HERALD SYRACUSE, N. Y.

National Representatives:

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

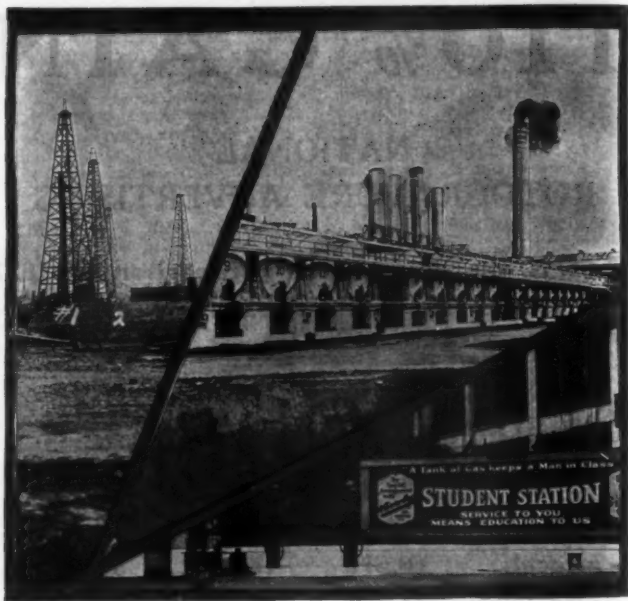
Park Square Bldg.
Boston

28 E. Jackson Blvd.
Chicago

507 Montgomery St.
San Francisco, California

Leary Building
Seattle, Washington

Chamber of Commerce Bldg.
Los Angeles, California



**A WEEKLY NEWSPAPER
FOR PRODUCERS,
REFINERS,
MARKETERS.**

Edited from
TULSA, OKLA.
World Building

CHICAGO
36 East Wacker Drive
NEW YORK

342 Madison Avenue
HOUSTON, TEXAS
West Building

LOS ANGELES, CALIF.
Petroleum Securities Bldg.

PUBLISHED FROM
1213 West Third Street
CLEVELAND

Member: A. B. C. A. B. P.

(Upper left—An oil field scene)

(Center—Refinery view.)

(Lower right—filling station operated by University of Pittsburgh students, earning way through college)

**NATIONAL
PETROLEUM
NEWS**

The Weekly Newspaper of a vast industry

COPY MILLS *and* EDITORIAL CELLS

THE advertising world has almost completely discarded its early procedure which made a copy-writer an 8-hour-a-day pen-pusher, never given time to leave his desk and rub elbows with the men and women who made, sold and used the products which his words were intended to sell. The desk-tied copy man is today a rarity. Business paper publishing has also awakened to the difference between field-gathered facts and interpretations and those gathered at a desk and translated within the four walls of an editorial office.

The reason why the chairs in the editorial offices of "N. P. N." from coast to coast are empty so much of the time is our insistence upon printing first-hand facts, gathered at the source and wired in, if necessary, to the press-room. National Petroleum News editorial offices are not cells—they are way-stations on the paths of its editors to all parts of the country.

Human interest, reader-interest and faithful, never-miss-an-issue reading are the rewards of the policy.

NATIONAL
PETROLEUM
NEWS

Human Interest, Reader Interest, Reader Interest

outbreak of temperament is visible, the conservative conception of things remains predominant. . . .

"Austria, whose poster art is created by Vienna, always displays a winning and amiable face. On the other hand, the Italian poster, in its colors as well as its original conceits, mirrors all the qualities of the southern temperament.

"The highest artistic average, if we consider the propaganda values in an absolute sense, is achieved today by Switzerland. France, which once played a leading and even a pioneer part in the world of poster art during the days of Cheret and Steinlen, has today sunk into comparative insignificance. The Belgian poster vacillates between French and German conceptions without attaining any special characteristic note of its own."

And, finally, this jaunty slap at our own endeavors: "In antithesis to the highly developed American advertisement, the American poster, in spite of its huge dimensions, is of no particular importance."

Market Research Council to Meet

The Market Research Council, New York, will hold its first fall meeting on September 16. One of its members, F. D. Wood, director of marketing division of the International Magazine Company, has prepared a paper on the "Application of Market Research to Trading Areas."

The purpose of the Council is to promote market research. Membership is open to those individuals who have professional standing and some recognized accomplishment in this field. In fact, active interest in this subject is a requisite for membership.

Although most of the members are New Yorkers, there are representatives in Detroit, Cleveland, Boston, Philadelphia and Washington. Advertising, insurance, manufacturing, marketing, publishing, educational, government and trade associations are represented.

Appoint Charles F. Dowd, Inc.

The Gibsonburg Lime Company, Gibsonburg, Ohio, and the St. Marys Woolen Manufacturing Company, St. Marys, Ohio, have placed their advertising accounts with Charles F. Dowd, Inc., Toledo advertising agency. Business papers will be used by the Gibsonburg company. Magazine advertising is being used to feature St. Marys blankets.

"Chain Store Age" Appointments

W. E. Seaman has joined the Western advertising staff at Chicago of *Chain Store Age*. He will cover the Chicago territory.

Ralph Friedman and Alphonse Jacs have joined the New York office of *Chain Store Age*.

Dallas Newspapers Appoint W. J. Scott

Walter J. Scott has been appointed national advertising manager of the Dallas, Tex., *Morning News, Journal and Farm News*. He has been in charge of the Chicago office of these papers for twenty-three years.

J. W. Critchfield Advanced by Clark Bros. Gum Company

James W. Critchfield, advertising manager of the Clark Bros. Chewing Gum Company, Pittsburgh, Pa., has been elected a vice-president of the company. He will continue to direct its advertising.

Will Direct Marinello Advertising

Dorothy Cocks has become director of advertising and sales promotion of the Marinello Company, New York, toilet preparations. She was formerly advertising manager of Elizabeth Arden, New York.

Retail Grocers Association Moves Headquarters

The headquarters of the National Association of Retail Grocers of the United States, which has been at Kansas City, Mo., for the last six years, has been moved to St. Paul.

With Seattle "Post- Intelligencer"

Dean Andrews, who has been engaged in advertising work at Seattle, Wash., has joined the advertising department of the Seattle *Post-Intelligencer*.

Edward Hopkins, Jr., Joins Quinlan Agency

Edward Hopkins, Jr., formerly assistant to the president of the Celotex Company, Chicago, has joined The Quinlan Company, Chicago advertising agency, as an account representative.

Zenith Radio Account to United Advertising Agency

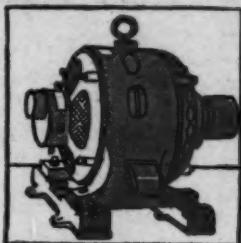
The Zenith Radio Corporation, Chicago, has appointed the Chicago office of the United Advertising Agency to direct its advertising account.

Leaders of Industry are Readers of Iron Trade Review



Screw Machine Products, Bolts, Nuts, Rivets

Buffalo Bolt Co.
Clark Bros. Bolt Co.
Lake Erie Bolt & Nut Co.
Milton Manufacturing Co.
National Acme Co.
Oliver Iron & Steel Corp.
The Progressive Mfg. Co.
Rockford Bolt Co.
Russell, Burdall & Ward
Bolt & Nut Co.
Torrington Co.
Wheeling Machine Products Co.



Electrical Equipment

Allis-Chalmers Mfg. Co.
American Bosch Magneto Co.
Electric Controller & Mfg. Co.
Electro Dynamic Co.
Fairbanks-Morse & Co.
General Electric Co.
Lincoln Electric Co.
Ohio Electric & Controller Co.
Reliance Elec. & Eng. Co.
B. F. Sturtevant Co.
Westinghouse Electric & Mfg. Co.
Willard Storage Battery Co.

THE few well-known names listed above are typical of the complete coverage which **IRON TRADE REVIEW** gives in the various branches of the metalworking field. Careful surveys show that the 12000 copies of **IRON TRADE REVIEW** printed each week are read by 36000 major executives and operating heads in primary industries which have an annual income of over twenty-one billion dollars.

IRON REVIEW TRADE

CLEVELAND, OHIO

A Penton Publication

Member A. B. P. and A. B. C.

The Impressionistic

Some advertising should be impressionistic. Effective splashes of colorings should replace details. The "modern" should dominate its treatment, producing a result which fairly throbs with attractiveness. For those results, use Offset Lithography.

Call in an Offset Salesman

His concern is an outstanding producer of this new day effectiveness in advertising. He can show you in a few moments why distinctiveness is synonymous with the word "Offset".

Published in the interests of More Effective
Advertising by the Harris-Seybold-Potter
Company, Cleveland, Manufacturers of—

HARRIS
offset  presses

The **POTTER**
rotary offset



Produced on a HARRIS Offset Press

Do YOU READ THE FORUM?

*We challenge you to read the
October "Forum" and not
get some new ideas*

DISRAELI—a biographical novel by André Maurois
SHOULD THE NEGRO BE ENCOURAGED TO CULTURAL
EQUALITY?—debate by Alain Locke and Lothrop
Stoddard

THE SENATE AS CENSOR—by Senator Thomas J. Walsh
WIVES IN POLITICS—by Emily Newell Blair

SCIENCE AND THE NEW ERA—by E. M. East

CHICAGO, Hands Up!—an investigation by Kate Sargent

HOBGOBLINS OF THE FLESH—by John Hodgdon
Bradley, Jr.

WHAT IS TRUTH?—*Forum* Definitions—Seventeenth
Series

MY GOLFING LUCK—by A. A. Milne

A FUGITIVE SEEKS SANCTUARY—by Margaret Prescott
Montague

PESSIMISM AND DEPRESSIMISM—by J. B. Priestley

THE TAMING OF A WILD OAT—by Mella Russell
McCallum

ALL THE WORLD'S A CRUISE—by Henry Hubbard Kinyon

The *Forum* clears away prejudices—opens the minds
of its 77,000 readers every month to new thoughts and
new products.

It is sound investment to advertise in the *Forum*.

FORUM

Edited by HENRY GODDARD LEACH

441 Lexington Avenue, New York



Why Not Study the Case Impartially?

Wherein Is Suggested a New Method of Action Both to the Better Critic and the Ardent Advocate of Advertising

By Don Gridley

WITH the force that lies dormant in dynamite a man can build a highway or destroy a regiment. The force of advertising is much the same. It can deceive the gullible with a quackery or it can save a factory from ruin and thus make possible the pleasant existence of a thousand laborers.

At present we are being deafened by the vociferous outcries of a number of critics of advertising who can see only its destructive force. These critics speak pleasantly, even facetiously and many of the things they say have the double danger of half truths. The unfortunate thing is that these half truths are listened to and believed by a great many consumers who will never take the trouble to turn the page and read the rest of the story. Even the most ardent advocate of advertising will not deny that it can be used and has been used viciously. Its most lukewarm advocate, however, if he knows anything about advertising, will not attempt to say unqualifiedly that it is a vicious force and should be eradicated.

There have been, during the last few years, a great number of bitter denunciations of advertising and an equally great number of indiscriminating praises. Neither the denunciations nor the praises were quite worth the paper they were written on. I fancy that a great many men who are close to the advertising business have turned from a reading of Stuart Chase with the thought that they, themselves, could write a more logical and more devastating attack on advertising. I think that it is equally true that Stuart Chase, if some puckish impulse seized him, could write a better defence of advertising than some of the lush orators who make their

living extolling this great business "fo-o-o-rce."

It is interesting, therefore, to find in "Economics of Advertising" (Ronald Press Company), by Roland S. Vaile, assistant professor of Economics, University of Minnesota, an attempt to cast up some kind of unprejudiced balance sheet, to find out whether the picture is black, white or merely gray.

I might say that I don't feel that Professor Vaile has been entirely successful in his attempt. His failure, however, is due rather to his brevity than to any inherent weakness in his arguments. If his book were twice or three times as long and if his arguments were backed in every instance by four or five, instead of one or two cases, he might have succeeded in presenting a better picture of advertising as an economic force in 1927.

This book is not easy reading nor will it be pleasant reading for some of the more fiery proponents of advertising who feel that their child can commit no wrong. The book has none of the facetious charm of Stuart Chase nor the easy fluidity of Borsodi. Perhaps an attempt to view anything from an unprejudiced point of view does not lend itself to facetiousness or fluidity.

In his final chapter, Professor Vaile sums up his arguments as follows:

Advertising—Its Shortcomings.

Advertising is not thoroughly educational. It is often used unwisely in connection with expansion of plant or the business cycle; its net economic effect on an industry is to leave the industry expanded but the average position within the industry unchanged. Advertising develops self-interest; it often plays upon the lower emotions; it retards the freedom of individuals by establishing customs which "must" be followed. Advertising is in the control of business men and is likely

to result in concentrating income rather than otherwise. All this will possibly be admitted by many people, and yet—!

Its Strength.

Advertising is a low-cost tool, it increases the efficiency of sales organizations, it frees labor for other purposes, it makes purchasing easier, it aids firms to develop to optimum size. Advertising typifies the dynamic personality of the American business men; it is America at its best and worst.

That is the summary of Professor Vaile's book and each of his premises is based on deductions from facts. The regret is that there are not more facts.

Quite obviously, such a book cannot be summarized even by the author in a couple of paragraphs nor by a reviewer in a couple of pages. It is necessary, in order to understand Professor Vaile's arguments, to read them carefully. Granted they are not as pleasant reading as the Chase jabberwocky, they are more profitable and much fairer. Professor Vaile has the advantage in not being a reformer. In discussing questions of economic import this is a vast advantage.

The author's discussion of advertising and decreasing costs, of advertising and overhead costs, of advertising and the business cycle and of the long-time effects of advertising on industry are worth careful attention. Some of his conclusions are unexpected, some of them are unpleasant, but others are unexpectedly pleasant to the advertiser who really believes in advertising's power for accomplishing good.

The mother who believes that her child is a kind of apotheosis of perfection usually spoils the child and makes him an unmanly little brat with a destructive nature. The wise parent knows that his child is probably just as prone to the little sins of life as the child next door and, recognizing the fact, brings up the child to be a useful citizen. So it is with advertising. The persons who today are most likely to cause harm to advertising are those thin-lipped Tories of advertising who, at the first pop of a pop-gun, rush forth armed with an arsenal to put down the enemy.

Advertising is a powerful force and like any powerful force is capable of doing infinite damage. One of the greatest tributes that can be paid to it is that it has been so soundly used. When you think of the appalling things that might be done with advertising and when you study the beneficial things that have been done with it you are profoundly gratified.

This force of advertising is a lusty infant. It still needs a great deal of study and a great deal of leading. Whether it will grow into the bad boy of the block depends almost entirely upon what its thousands of parents do with it. And that, in turn, depends entirely upon the parents.

Certainly nothing is to be gained by assuming a virtuous attitude; by claiming that advertising can do no wrong. It not only can, but has. Nor can any vast amount of good be accomplished by assuming that advertising can do no good. It not only can, but has. In other words, advertising is like about everything else in this imperfect world of ours, a far from perfect instrument. It will approach perfection only as those who believe in its ability to progress, study its weakness as well as its strength and find out how the strength can be used to eradicate the weakness.

Professor Vaile's book stands as an admirable attempt to be impartial. Certainly few advertisers will object to the author's denunciations of exuberant superlatives nor his castigations of advertising that lacks all right to be called specific but talks in general terms in a kind of loose attempt to outshout competition. The sooner such advertising is erased from the pages of our periodicals and newspapers the better off will be American business.

"Economics of Advertising" is by no means a final statement of the case. In fact it is more in the nature of an introduction to a study of the case. As such it deserves the attention of all those who believe that advertising as a business force has in it great potentialities for economic good.

that man named Zilch

JOSEPH ZILCH is a skeptic, a crab, and a tightwad. He is genial, trusting and free spending. He has more money than any other man in the world, with a bit more of common sense thrown in for good measure. Mr. Zilch is the American buyer—jobber, retailer, and the ultimate consumer.

Every manufacturer wants to sell him something. Many find the going very rough. The trouble is they think of Mr. Zilch as a very complicated piece of mechanism who can be won only by dogged solicitation or by hip-hip-hurrahing him into a trance of enthusiasm. If the spell lasts until the opportunity presents itself, he'll buy.

Underneath his coat of many colors Joseph is truly orthodox. His reactions to the application of certain

sound fundamental principles have been charted. They can be counted on to the *n*th degree.

The good advertising he sees in his newspapers and magazines is doing all that can be expected of it. Personal salesmanship is of a higher order today than it ever was. But there is something between advertising and selling—an ingredient that molds the two into one great harmonious force. That ingredient is marketing strategy.

Our experience has demonstrated that there seldom is a satisfactory solution to any marketing problem except through careful analysis, sound planning and concentrated sales work that takes the interest aroused by the advertising and nurses it into a friendly reception for the salesman.

[Our clients find our service particularly invaluable in influencing jobber and dealer cooperation. We'll be glad to explain our methods to any executive who is meeting with stubborn resistance in that field, or in any other domicile of Joseph Zilch.]

JAMES F. NEWCOMB & Co. INC.

Direct Advertising • Merchandising Counsel

330 SEVENTH AVENUE, NEW YORK, N. Y.

Telephone PENnsylvania 7200

Fewer Bad Debt Losses—Another By-Product of Advertising

Ten Years Ago Pond's Collections Averaged Sixty Days—As Its Advertising Increased, Outstandings Dropped—Today Accounts Receivable Average Less than Twenty-five Days

By B. Frank Fox

Credit Manager, Pond's Extract Company

FROM the writer's experience of some fifteen years in credit and collection work, in advertised and unadvertised lines, he has found that collections are vastly easier where the merchandise is broadly and continuously advertised in a proper way. Well-advertised merchandise moves rapidly from the shelves of the retailer and enables him to make a quick turnover on his investment. Consequently, the retailer is glad to pay the bills on which he feels he makes his profit quickly.

Walk into any live, retail store and you will almost invariably find the most widely advertised lines prominently displayed. This is reflected in the wholesaler's accounts receivable, who experiences prompt payments, and more frequent orders for advertised lines than for products not so well known, the sale of which has to be promoted by the wholesaler or retailer himself.

Human nature is prone to follow the line of least resistance; which, of course, gives the advertised article the right of way, since it is not necessary for the clerk to tell a long story in order to make the sale.

His own experience illustrates this conclusively. Ten years ago when our advertising was more or less negligible, our collections were generally slow, averaging approximately sixty days. This naturally entailed a lot of collection correspondence with its attendant clerical expense; interest expense on investment in accounts receivable; as well as increasing the possibilities of a bad debt loss. A credit man always hesitates to ship a new order to a customer who owes a past due bill. Therefore, lots of orders are held up and the cus-

tomers irritated by being asked to pay the old bill before the new order is shipped.

As our advertising increased, our sales jumped up, and soon there was a drop in our outstandings at the end of the month, until today our accounts receivable do not average twenty-five days. It is only fair to say that about five years ago we put in effect a 1 per cent for cash in ten days. While this undoubtedly had some effect on more prompt payments, a very much larger part of the improvement is due to a liberal national advertising campaign.

With the increased popularity of our merchandise, the credit and collection department is able to bring considerable pressure to bear, in declining to ship orders where some of the slower payers have not lived up to our terms. Our traveling men, realizing this situation, also tighten up and where an account is inclined to be slow, they get a check when taking a new order. In visiting practically all of the larger cities of the North, South, East and Middle-West, I have endeavored to further our policy of being somewhat insistent that our customers live up to our terms; and have yet to find a customer who objected to it. Rather we found the reverse—that they appreciated it and liked to do business with a house which followed up its collections so closely. In several instances, all this has induced them to be more stringent with their own customers, with splendid results in reducing their outstandings.

When a wholesaler is seeking credit, he dislikes very much to have a well-known concern give adverse information in regard to him, when called upon by the vari-

Armstrong's Linoleum
Sar-a-lee
Blatz
Gray
DEL MONTE
Kleiner
40 Fathom
Chisly
Parker

Kay
TRUSCO
 COPPER ST
CASEMEN
RED CROWN
 GASOLINE
 THE AMERIC
 Appraisal Con
Tint
 TINTS AND
Coca

DAYTON
 IS A
ONE Paper Market!

These exclusive ac-
 counts are but a few
 of the many with
 which we substanti-
 ate this statement.

The
DAYTON DAILY NEWS
 is the
ONE Paper!

Member—News League
 of Ohio

Uneda
Mazola
Flux
SKIDOO
HEINZ
HERTZ
 10,000 CARS
DRY-COPPER & BRASS
 RESEARCH ASSOCIATION
CHARIS
Northwind
Pans
ALADA
EASY
TEA
 No English
 Liquid Wax

New York

Represented by
I. A. KLEIN

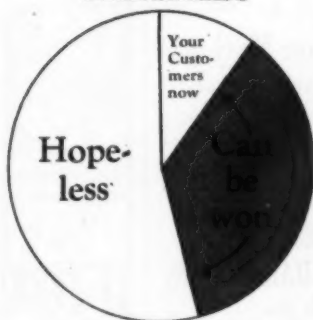
Chicago

Do gains in your N. Y.

Maybe you're not reaching enough YOUTH

Here's the big difference between old and young audiences:

THE OLDER FAMILIES



THE YOUNGER FAMILIES



Every audience falls naturally into three groups: (1) Those who are **YOUR CUSTOMERS NOW**; (2) Those who **CAN BE WON** by advertising; and (3) Those who are practically **HOPELESS** as prospects for you. Though the *size* of those groups varies for different products, the *relationship* is somewhat as shown above.

AMONG the OLDER FAMILIES, the "hopeless" group is usually a large one. Many of them are so set in their habits—so tied down to certain ideas, methods, and products—that they are not responsive to your suggestions. As the years pass, they wear the grooves of habit deeper and deeper. It gets constantly harder for you to convince them.

They may have the *ability* to buy. But that doesn't get you very far if they are not *willing* to learn about your product, and to try it.

BUT among the YOUNGER FAMILIES, a great many are still open-minded, curious, alert—eager to try products and methods that are new to them—ready to read and heed your advertising. *That* group is well in the lead among families whose heads are 35 or younger.

In some cities, you can't pick out any one paper as having an old or a young audience. But in New York, there is a newspaper—the Daily Mirror—designed mainly for the more responsive younger families.

Yales come hard this year?

A big audience, mainly younger families:

That accounts for the pulling power of the Daily Mirror, a bright picture newspaper. From its start, 3 years ago, the Mirror's chief appeal has been to the younger families. They like its pictures of people and action; its bright, brief news; its fiction, comics, daily fea-

tures on health, style, amusements—ably handled by a brilliant staff.

Their response has already swept the Mirror's circulation well past 400,000. It has passed all but two of the morning or evening dailies in New York; all but six in the United States.

J. MORA BOYLE, Advertising Director, 55 Frankfort Street, New York
Western Office, 326 West Madison Street, Chicago





"Read Me First." As a busy executive, you will appreciate the power of CHIEFTAIN BOND to attract and hold attention for any type of business message. Its fourteen compelling colors, in addition to pure white, help produce sales letters, folders, form letters, statements, billheads that say "Read me first."

Yet the price of this loft-dried, rag-content bond is so economical that you can afford larger runs or reduce costs without sacrificing quality.

For exploring new markets with conservative expense, there is no better paper than CHIEFTAIN BOND. *Try it!*


Chieftain Bond

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



ous agencies for credit information, particularly that of the National Association of Credit Men in its Interchange Bureau. Consequently he pays the widely known house and holds up the less known one. He also very much prefers to give as references the names of large and nationally known houses whose accounts he has paid according to their terms. Needless to say, he gives the names of only those creditors who think well of him. It adds prestige to the credit seeker and in many instances the smaller house will extend credit because a well-known house is doing so.

Our bad debt losses, as a consequence of better collections, have been reduced to practically nothing—in fact 1926 showed a credit balance, since we were paid a liberal dividend on the only account charged off in 1925.

It is a rare occurrence when we have to resort to the collection attorneys to secure the payment of a past due account. But since this credit department handles other lines going to the wholesale confectioners and wholesale grocers—not as well advertised—it is frequently necessary to turn these accounts over to collection attorneys, which would seem to prove that money spent in advertising has a direct bearing on collections, bad debts, etc.

Death of Austen Colgate

Austen Colgate, vice-president and a director of Colgate & Company, Jersey City, N. J., dental cream, soaps and perfumes, died on September 5, while at his summer home on Barnegat Bay, N. J. He was sixty-four years old. He served as State Senator in 1912 and 1913.

Starts Advertising Business at Canton, Ohio

A new advertising business has been started at Canton, Ohio, by Ross S. Weygandt, under his own name. He was recently advertising manager of the Diebold Safe & Lock Company, Canton.

Appoints C. J. Nuttall

The *National Safety News*, Chicago, has appointed C. J. Nuttall, publishers' representative, New York, as Eastern representative.

Bell Telephone Advances Leonard Ormerod

Leonard Ormerod, formerly general information manager of the Bell Telephone Company of Pennsylvania, Philadelphia, has been made assistant to the vice-president and general manager of the Philadelphia area of that company. Mr. Ormerod joined the Bell company in 1920 to take charge of publicity and advertising.

Peter L. Schauble, who has been in charge of the advertising of the Bell company, succeeds Mr. Ormerod as general information manager.

New Accounts with Emil Brisacher and Staff

New financial accounts placed with the San Francisco office of Emil Brisacher and Staff, advertising agency, include the George D. Roberts Company, Whitney Financial Service, Federal Land Value Insurance Company, Jack Goldman and the San Francisco Realty Syndicate, all of San Francisco.

California newspapers are being used for all of these accounts.

Grace & Holliday Appointments

F. W. Schnirring has joined the staff of the New York office of Grace & Holliday, advertising agency. He was formerly advertising manager of the Sonora Phonograph Company, Inc., New York.

S. E. Purcell has been appointed manager of the Miami office of Grace & Holliday.

Represents Laundry Publication in East

F. H. Behrens, advertising manager of *The Spice Mill*, New York, since January, 1923, and formerly with the McGraw-Hill Publishing Company and the Simmons-Boardman Publishing Company, is now Eastern representative, with offices at New York, of *The Starchroom Laundry Journal*, Cincinnati.

Appoints Geo. B. David Company

The Geo. B. David Company, publishers' representative, has been appointed national advertising representative of the Everett, Mass., *Tribune*, both in the Eastern and Western territories.

"Clubhouse and Fairway" and "Club Management" Merged

Clubhouse and Fairway, Chicago, a monthly magazine for country clubs, has been purchased by Management Magazines, Inc., also of Chicago. It has been merged with *Club Management*.

Japanese Trade-Mark Pirates Walk the Plank

Court Ruling Sets Precedent in Japanese Commercial Channels—
Fraudulent Makers of Champion Spark Plugs Made to Advertise
an Apology

COMMERCIAL parasites who prey on the prestige of reputable trade names may not in the future find Japan a fertile field for their depredations. There have been innumerable instances of fraudulent imitation of foreign trade-marks in that country, but with a recent decision in favor of the Champion Spark Plug Company the future of this pirate business looks anything but promising.

The decision of the Japanese courts sets a precedent which, it is expected, will go far toward removing a source of trouble which has hindered development of foreign trade and, not infrequently, has undone the work of years devoted to building up prestige in China and India as well as Japan. Such unethical practices, when viewed collectively, tend to have an unpleasant reaction on the character of a nation as a whole.

The far-reaching effects of these violators of commercial morality did not escape the vision of the Japanese courts. This recognition in fact is perhaps the most significant phase of the case.

Those who were arrested, attempted at the outset to influence the court in their favor, thinking probably that as light a view would be taken of the matter as they themselves took, but the public procurator, W. Ichiara, viewed the case differently, saying he would prosecute to the utmost extent of the law, inasmuch as the defendants had given no thought to the detrimental effect their actions might have on Japan's good name abroad.

The simple facts of the case, as reported by the *Kobe Herald* follow:

Recently the Shanghai agent of the Champion Spark Plug Company saw a sample which, while it was a good imitation, was not so good as to deceive him. He found

it selling retail in Shanghai at half the price of the genuine article. Further inquiry developed information that the guarantee, container and advertising matter accompanying the plug were almost identical, with those of the Champion company, but one or two errors of spelling betrayed them. Investigation showed that the makers were located in Nagoya and had selling agencies in Tokyo and Osaka.

Certain men were apprehended and formally charged with misrepresentation of the place of origin and perpetrating fraud in the use of another's trade-name and place of manufacture. Action was taken by A. F. Cahusac, registered patent attorney of Tokyo, under the International Convention regarding unfair competition, but the Nagoya court prosecuted the accused under the Japanese Criminal Code.

Ten days were allowed the fraudulent manufacturers to think matters over. When a final meeting was held with a representative of the Champion Spark Plug Company, it was necessary to requisition a private hotel reception room to hold the gathering of those implicated.

The dealers involved were thoroughly alarmed and their consultation lasted for thirty-six hours almost without a break. The proceedings were tense and relief was felt when it was decided not to expose the dealers' names, but only those of the illicit manufacturers. With the filing of the brief against the manufacturing concern and the exporters of the illicit product, steps were immediately taken to secure the outstanding stocks and prevent further selling. Subsequently, the delinquent dealers undertook to deliver all the imitation goods on the market within three weeks, to be stored at a place des-

No. VI

FROM OUR CODE OF ETHICS

"Estimates given on new work shall be considered as approximate only."

PROFESSIONAL typography, as practiced by the members of the Advertising Typographers of America, means economy for the producer and consumer. A good product, a good agency, and A.T. A. typography create that irresistible desire to buy.



NEW YORK GROUP OF

*Advertising Typographers of America**461 Eighth Avenue, New York*

MEMBERS

Ad Service Co. √ Advertising Agencies' Service Co. √ The Advertype Co., Inc.
 Associated Typographers √ E. M. Diamant Typographic Service √ Frost Brothers
 David Gildea & Co., Inc. √ Montague Lee Co., Inc. √ Frederic Nelson Phillips, Inc.
 Standard Ad Service √ Supreme Ad Service √ Tri-Arts Press, Inc.
 Typographic Service Company of New York, Inc. √ Kurt H. Volk, Inc.
 The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

igned by Mr. Cahusac's office.

It was agreed to omit the dealer's names from the advertised apology, as it was decided that publication would not materially help the principals. On the contrary, it would bring ill repute on the dealers once it was publicly known that they had handled the imitation goods. Naturally, this would only add further damage in the distribution of Champion Plugs.

Minus the names of the dealers, the public apology was advertised for two consecutive days in four newspapers at Tokyo, two at Osaka and at Nagoya, and one in Kobi. The cost of this advertising was paid by the imitating makers and the dealers.

The agreement between the Champion Spark Plug Company and its spurious imitators has aroused so much interest that it is given below:

1.—Champion Spark Plug Company of Toledo, herein designated as "A", in consideration of the articles of agreement hereinafter set forth, agrees to withdraw the several criminal suits filed against the Daiichi Jidesha Kumiai, hereinafter designated as "B" and certain dealers hereinafter designated as "C".

2.—"A" agrees to waive all claims for damages, other than may appear hereinafter.

3.—"B" and "C" agree to deposit the sum of ¥10,000 for performance of this agreement in any bank designated by "A", said deposit to stand in the name of Champion Spark Plug Company and one other party named by "B" and "C", said deposit to remain for a period of one year.

4.—"B" and "C" shall cause a public apology to be printed in certain newspapers, at their expense.

5.—"B" and "C" shall deposit the sum of ¥2,000 in cash with A. F. Cahusac for a period of one year to defray preliminary expenses that may be caused by failure of "B" and "C" to carry out this agreement.

6.—"B" and "C" agree to hand over to "A", or its attorney, A. F. Cahusac, all spark plugs in stock in Nagoya, Osaka, Tokyo, and Yokahama, and shall make every effort to secure all such plugs from other places. Said delivery to be made within three weeks.

7.—"B" and "C" agree that ¥5,000 shall immediately become forfeit on the failure of either "B" or "C" to carry out this agreement, and the sum of ¥10,000 become forfeit if both default.

8.—"A" agrees that the dealers mentioned in this agreement shall not be discriminated against in respect of handling genuine Champion Spark Plugs.

9.—"B" and "C" agree that "A" shall immediately publish at the expense of "B" and "C" any infringement of the article of this agreement.

Although the provisions of this agreement are being followed to the letter, the defendants are not relieved of their difficulties. In addition, the Public Procurator has notified the complainant that the accused must face trial in the local court under the criminal code.

All the business interests of Japan have keenly followed every detail of the case. Widespread satisfaction is expressed with the outcome. Great concern has been felt over the boldness and the extent of unfair trade practices and it is felt that the way is now open for straight-arm dealing with these pirates.

The feeling is summed up in the comment of the *Japan Advertiser*, which states:

"The results accomplished in this case of glaring fraud wherein certain parties, who are entitled to be called business men, deliberately set out to copy identically and in its entirety a product of a well-known manufacturer may well be considered a milepost in commercial Japan. As far as is known, it is the first case where a complete and definite surrender of all parties to the fraud has been recorded. . . .

"Cases of this kind have been only too common and numerous in the past, and it is to be hoped that this is only the forerunner of concerted action to stamp out the illegal practice of palming off local manufactures as imported goods and to put an end to incalculable damage not only in Japan but in the entire Far East, to manufacturers who have spent years and fortunes building up reputations, only to have them destroyed in a few months by unscrupulous practices. In this particular case fraudulent goods have been shipped all over the Far East and have practically destroyed the work of years in as far away markets from Japan as India."

A. B. C.

Statement for year ending
June 30, 1927

29,049

Twice the circulation of any
other newspaper in

ALTOONA

Many local merchants use
the MIRROR exclusively
and practically all national
advertisers.

The ALTOONA MIRROR

Altoona, Pa.

Business Direct

FRED G. PEARCE, *Adv. Mgr.*



*Furnishings ~
Foods ~ Fashions*

are dealt with in Charm, The Magazine of New Jersey Home Interests with the same touch of distinction which characterizes its handling of matters of local interest in New Jersey.

CHARM is geared to the known interests of the 80,000 homes that make up the upper tier of the Northern Nine Counties—and is the one certain avenue to their buying favor.

CHARM

The Magazine of New Jersey Home Interests

OFFICE OF THE ADVERTISING MGR.
28 West 44th Street, New York

Pulling Together Over 81 Years

Has brought about a relationship that has few parallels in the newspaper world. Faith in each other has enabled both community and newspaper to grow and prosper.

The Daily Pantagraph and Central Illinois

Offer to advertisers a combination that guarantees profitable sales return at a minimum of expense.

Over 19,500 Pantagraph homes in Bloomington and in 78 cities and towns in the garden spot of the world comprise a market second to none for every product used in typical American homes.

The Daily Pantagraph

Published Every Morning Except Sunday at
Bloomington, Ill.

REPRESENTATIVES

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston
F. E. WALES, Room 1301, 140 S. Dearborn St., Chicago

Member A. B. C., A. N. P. A., Associated Press

Yes—We Know Who Our Retailers Are

They Are Dealers Who Can Retail Spur Ties as Intelligently as We Wholesale Them—Barber Shops and Cigar Stores Are Barred

By J. K. MacNeill

Sales Manager, Hewes & Potter, Inc.

LAST week when walking down one of the principal streets of Kansas City with our local salesman I remarked to him, more as a joke than anything else: "Bill do you see that gasoline filling station over there? You know it may not be many years before we'll be selling Spur Ties to those people. The way they are selling 'foreign' goods today in addition to motor accessories makes you think a little about the future." Somewhat to my surprise he took me seriously and agreed that, with a million-odd cars constantly on the road, there did exist a possibility of selling small timely articles of merchandise in filling stations.

The idea is not a new one. Filling stations that are stepping outside their supposedly legitimate field of merchandising are but typical of stores in all classes today which, faced with rising costs and the chain-store competition, are seeking new lines to sell and the consequent wider appeal to the passerby in order to make their required profits.*

John M. Van Voris, in the August 25 PRINTERS' INK, ("Do You Know Who Your Retailers Really Are?") looks at the question from his own retail point of view and lays the blame largely on the manufacturer. To some extent he is right. Harassed sales executives, in order to show the much desired increase over "last year" and faced with ever increasing competition, toss tradition to the winds and seek outlets wherever they think their product has a chance of being sold. Possibly

they are right and perhaps it is good business. It remains to be seen. To my mind, though, it is a confession of weakness either in the sales system, the product, or its price when it becomes necessary to sell it in a class of store ill adapted to either stock or service it.

Only today, one of our floor salesmen brought into my office a suave and well-dressed Armenian from the city of Waltham, Mass. This gentleman, so he explained, was about to open a large barber shop and had conceived the idea of swelling his profits by installing a small men's wear department, where the boys, no doubt, could replenish their dirty collars, ties, etc., after getting their shaves.

Logical enough, but imagine the thoughts of the other legitimate Waltham merchants when they saw some of their long-established business drifting away and into a barber shop. Needless to say, I explained our position to him and refused his order, for which he had the cash to pay. During the ensuing conversation he showed me a few bills he had already purchased and believe it or not, there were, among others, a well-known brand of collars, a nationally advertised line of underwear, and several other items of pretty good standing among the trade.

NECKTIES IN A CIGAR STORE

This is perhaps an unusual instance, but I could recite many examples of our being solicited by stores outside our legitimate field to sell Spur Ties and on one occasion we cut off a tobacco shop in Indiana that had been buying from us in considerable volume without our being aware of its identity. Not until we had the

*The filling station as an outlet was thoroughly discussed by H. A. Haring in the August, 1927, PRINTERS' INK MONTHLY, "Merchandising for Filling Stations."

usual complaint from our regular trade did we discover it.

Regardless of who is to blame, the retailer or the manufacturer, it seems that fundamentally it is bad business. What does a barber know of the many different sorts of linings to be found in four-in-hand ties and the different grades of service to be expected from each? How can he intelligently sell a product that he knows practically nothing about? What degree of service can one expect from an electric washing machine that is bought from a plumber? Or a radio battery from a drug store? We are all aiming to please the consumer and failing that we cannot survive in business. Therefore is it not good business to sell your product through the legitimate dealer who is experienced in your sort of goods, who can as intelligently retail it as you wholesale it, and who, when occasion requires, can service it or have the judgment to replace it when necessary?

That, at least, is the line of reasoning that we follow in our business and intend to keep following. There are just two main sources of natural business increase. They are, (1) immigration, and (2) birth-rate margin over deaths. Both of these factors tend to increase our population by a healthy margin annually and at the same time our rate of consumption increases proportionately. Therefore, apart from all other factors influencing sales and everything else being equal, there should result from the same effort a proportionate increase in all lines of business each year. Forgetting uncontrollable business conditions which might arise, failure to obtain this increase can be traced to the reasons mentioned above, bad management or a product out of line. Hence the search for new outlets, which is uneconomic because if the product cannot register a sales increase through its legitimate channels, certainly the creation of additional retail outlets will not increase the public's confidence in it. And after all it is the public we are selling and not the retailer.

The same net result is obtained by the retailer who seeks new and unrelated products to sell. Except in rare instances he is not equipped by experience to sell articles totally foreign to the type of store he is running and in the long run the consumer will take his money to the merchant in whom he has confidence.

Let the retailer stick to his own business, advertise it and know it. If he is a good merchant he will prosper; if not he will go under no matter what lines he tackles.

Let the manufacturer stick to his retailers. There are only so many consumers in this country and if his product lags, increasing the number of retailers will not stimulate anything but his chances of getting more returns on his hands. Let him look to himself and not to his market.

Rankin Agency Elects Successors to Wilbur D. Nesbit

J. H. S. Ellis has been elected vice-president in charge of copy of the Wm. H. Rankin Company, succeeding the late Wilbur D. Nesbit. Mr. Ellis worked in conjunction with Mr. Nesbit since he was employed by the latter ten years ago.

William S. Nordburg, a director of the Rankin company, was elected vice-president and has taken over the duties of contact with customers formerly held by Mr. Nesbit. Mr. Nordburg has been with this agency for twenty years.

Herman A. Groth, vice-president and treasurer, remains in charge of the Chicago office of the Rankin organization, becoming first vice-president. He joined the company when it was started in 1899.

Appointed by Pacific Coast Agencies

George E. Follett has been named vice-president of K. L. Hamman-Advertising, Inc., Oakland, Calif. He was formerly with the Patterson-Andrews Company, Inc., New York. W. R. Matthews, formerly of the Biow Company, Inc., New York, has become production manager of the L. S. Gillham Company, Inc., Los Angeles advertising agency, which is affiliated with the K. L. Hamman company.

Barton, Durstine & Osborn Add to Staff

Herbert G. Foster has resigned from the National Broadcasting Company to become associated with Barton, Durstine & Osborn, Inc., as manager of its radio bureau.

Samuel E. Kiser has joined Barton, Durstine & Osborn, Inc., as an executive.

The Handbook of Illustrated Letters

For Men Who Plan
Mail Material

HAVE you ever checked the pulling power of illustrated letters as compared with the usual sales letter? One mail-order test on 100,000 names revealed 11% increased replies in favor of the illustrated letter. Another advertiser gets 20% greater returns.

Whether you now use illustrated letters or not, you will be interested in the Handbook which we will send without cost to men who buy, plan, write, or produce printed matter.

The Handbook shows the kind of letters used by Herbert D. Shivers to sell millions of cigars by mail. It reproduces the text of a letter used by the New Process Company of Warren, Pa., who sold over a million dollars' worth of traveling bags.

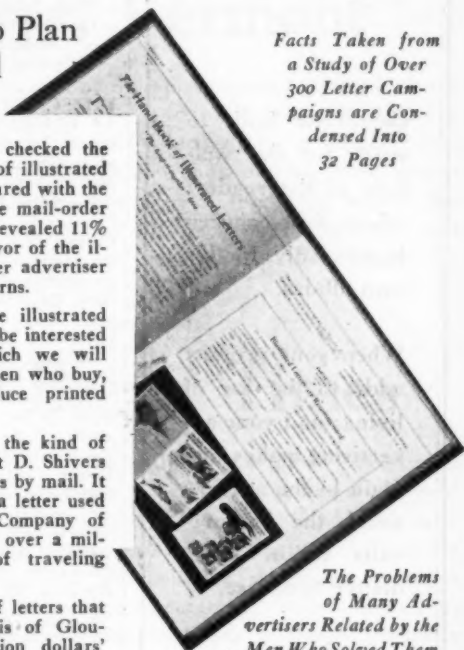
It describes the kind of letters that enable Frank E. Davis of Gloucester to sell a million dollars' worth of fish a year by mail.

You read about one publishing house that has sold 50,000,000 books without a personal salesman. You see how the makers of Fuller Brushes, Purina Chows, make use of illustrated letters in agent and dealer help work.

The Handbook tells how illustrated letters are used—the twelve jobs they do best—and their advantages. Specimens of many of the letters referred to will be found tucked in the handy pocket in the front cover, and a few dummies for layout purposes are in the back.

If engaged in making letters pay better for direct mail or dealer help

*Facts Taken from
a Study of Over
300 Letter Cam-
paigns are Con-
densed Into
32 Pages*



*The Problems
of Many Ad-
vertisers Related by the
Men Who Solved Them*

work, the Handbook, which we will send free of cost, should be constantly at your elbow.

STANDARD PAPER MFG. CO.

Richmond, Virginia

Makers of

TWO-TEXT

for the
ILLUSTRATED

side-a-coated paper-for-the

LETTER

side-a-bond
paper



Good Copy

should be built to work for the welfare of the reader: whose first concern is, naturally, for his own affairs.

When your product adds to the joy of living; and your advertising makes that plain to the average mind, the best results follow as a matter of course.

**HAWLEY
ADVERTISING
COMPANY**
Inc.

**95 MADISON AVE.
NEW YORK CITY**

Direct-Mail Advertisers Plan Busy Convention Days

Program Completed for Tenth Annual Gathering of the Direct Mail Advertising Association at Chicago from October 19 to 21 — "Combating the Rising Cost of Selling" Is Convention Theme

BUTCHER, baker and candle-stick maker have agreed to describe their experiences with sales promotion by mail at the tenth annual convention of the Direct Mail Advertising Association in Chicago, October 19, 20 and 21. Edward A. Collins, of New York, chairman of the program committee, last week announced the program for the three days for which four general and seven departmental sessions have been arranged.

While it is not literally true that butchers, bakers and candle-stick makers will have any noticeable share in the convention sessions, a study of the program shows that the general theme, "Combating the Rising Cost of Selling," will be approached from a score of different advertising angles. As has come to be a rather well-established custom, advertisers, rather than producers of advertising, will dominate the program.

LARGE DIRECT-MAIL EXHIBIT

Because of the fact that twelve other advertising conventions will be held at Chicago during the week of October 16, and the added fact that this year's gathering will be the direct-mail association's tenth annual convention, the work of preparation was started earlier than usual. Charles W. Collier, convention manager, opened permanent headquarters at Chicago several months ago and committees under Ben C. Pittsford, convention chairman, have been active since Chicago was picked as the convention city. This year's exhibit of direct-mail material, it is already established, will be the largest ever held by the association. There is evidence, too, that this year will set

In Barre, Vermont

are located the famous Barre granite quarries from which are produced the Country's best and most lasting memorials. The industry pays the highest wages of any in Vermont and the people are good spenders. The resulting effect makes a good market for the products of the farms within the city's trading territory and both the people of the city and the surrounding country are good potential customers for all lines of advertised goods.

The Barre Times

covers this territory satisfactorily to the many advertisers, local and national, who use it. The Times has a net paid daily circulation in excess of 7200 (A.B.C.) This is a paid-in-advance circulation gained and kept on the paper's merits as a newspaper. No contests, premiums or other schemes are used in securing circulation. In fact the circulation of the other five Vermont dailies on the Allied list is happily free from forcing methods.

This exceptionally prosperous Eastern and Central Vermont is covered by the Barre Times as by no other publication and it should be included in your list when seeking Vermont business.

Vermont Allied Dailies

Barre Daily Times
Bennington Banner

Burlington Free Press
Brattleboro Reformer

Rutland Herald
St. Johnsbury Caledonian

The Oldest Form of and the le

DON'T MISS *THIS* CONVENTION

If you are seriously interested in improving your display advertising, we hope that you will attend our Fourth Annual Convention. It is to be held at the Hotel Pennsylvania, New York City, on October 4th, 5th and 6th.

Here is only a small part of some of the interesting discussions planned:

Advertisers can learn about proven methods of distributing display material.

The Agency Viewpoint on window display will be discussed.

Producers will get some really definite information on the window display problems of national advertisers.

Think it over—then send us the coupon with *both* spaces checked.

Below are a few of the many well-known national advertisers who are members of the W. D. A. A.

Atwater Kent Mfg. Co.

Bristol-Myers Company

Coca-Cola Company

Colgate & Company

Eastman Kodak Company

Edison Lamp Works of the G. E. Co.

B. F. Goodrich Rubber Company

The Mennen Company

National Biscuit Company

National Carbon Company, Inc.

Oneida Community, Ltd.

Onyx Hosiery, Inc.

Pro-phy-lac-tic Brush Company

Radio Corporation of America

E. R. Squibb & Sons

Standard Oil Co. (New Jersey)

William Wrigley, Jr., Company

These well known companies have found membership in the W.D.A.A. worth while.

They have been helped in their display material distribution problems.

They have contributed the knowledge of their experience.

If they can benefit—you can.

WINDOW DISPLAY ADVERTISING CONVENTION

NATIONAL HEADQUARTERS: 8 WEST 47th ST., N. Y. CITY

of Advertising at least understood!

Here's the only source of real information about it!

DISPLAYING goods — that's the oldest form of advertising. It was in use thousands of years before magazines, newspapers and outdoor posters were dreamed of.

If you sell through retail outlets, store display is probably already a part of your advertising budget.

But, honestly now, how much do you really *know* about its value? Are you doing anything to improve the job you are doing? Or are you learning *only* by costly experiment?

How we lose through ignorance

A well-known advertising executive of a large national advertiser recently stated:

"The sad part is that our lack of knowledge of window display advertising has caused its neglect as an advertising medium. We do not use as many window (and store) displays, or as good ones, as we should. We do not spend as much on this form of advertising as we might, and we lose as a result."

The only source of information

The Window Display Advertising Association is work-

ing to correct this. In this organization are national advertisers and agencies—many of the largest and best known. There are also the producers of the various forms of store display advertising as well as the organizations which install the material in the windows.

Joining the W.D.A.A. is similar to spending money for new machinery for your factory to increase production efficiency—the cost is absorbed by the better results obtained.

As another advertising manager said:

"If you spend as little as \$1,000 a year for store display advertising, you can hardly afford not to belong to the W.D.A.A."

Do you use store and window display material in your business? If so, we want you to mail the little coupon below. That's a small thing to do, but the material it will bring to you will be very valuable.

WINDOW DISPLAY ADVERTISING ASSOCIATION,

National Headquarters, 8 West 47th St.
New York City

.....Please write me how the W. D. A. A. can help my business.

.....Please send me two complimentary tickets to the W. D. A. A. Convention.

Name

Address

The Vindicator

Youngstown, Ohio

Announces

THE APPOINTMENT OF

KELLY - SMITH COMPANY

NEW YORK
BOSTON

PHILADELPHIA
CHICAGO

AS

NATIONAL ADVERTISING
REPRESENTATIVES



The Vindicator

Youngstown, Ohio

MEMBER THE 100,000 GROUP OF AMERICAN CITIES

a new high water mark for registration and attendance.

The program, as released by Mr. Collins, follows:

GENERAL SESSIONS

October 19, morning: Presiding, Charles R. Wiers, president, Direct Mail Advertising Association. "What We Are Here for and How We Can Accomplish It," Homer J. Buckley, president, Advertising Council, Chicago; "The Call to the Conflict—The Battleground—and the Strategy of Direct Mail," E. St. Elmo Lewis, National Services, Inc., Detroit; "Selling in a Hand-to-Mouth Market," Merle Thorpe, editor, *Nation's Business*, Washington; "Getting Orders from Small Towns That Are Too Costly to Cover with Salesmen," Dan Gerber, Fremont Canning Co., Fremont, Mich.

Afternoon: Presiding, William A. Biddle, American Laundry Machinery Co., Cincinnati. "What's the Matter with Us?" Tim Thrift, American Sales Book Co., Elmira, N. Y.; "How We Tie Direct Mail into Our Advertising and Sales Campaigns," Dave Darrah, Hart Parr Co., Charles City, Iowa; "How to Plan a Direct-Mail Program," James H. Picken, Lecturer, Northwestern University.

October 20, morning: Presiding, George W. Ward, D. L. Ward Co., Philadelphia. "Advertising a Big Business in a Little Town," Robert J. Murray, Murray Company, Honesdale, Pa. "Copy—The Priceless Ingredient," G. Lynn Sumner, G. Lynn Sumner Advertising Agency, New York.

October 21, afternoon: Presiding, Edward A. Collins, New York. "Reducing Selling Costs through a Properly Managed Sales Promotion Department," P. A. Johnston, sales promotion manager, The Philip Carey Co., Cincinnati; "How to Convince Star Salesmen That Mail Help Is as Valuable as Male Help," Charles Henry Mackintosh, Mackintosh Advertising Service, Chicago; resolutions committee report; attendance trophy award.

DEPARTMENTAL SESSIONS

October 20, afternoon: Industrial advertising: S. Bowles King, advertising manager, Sullivan Machinery Co., Chicago, presiding. "How Direct Mail Helps Us Sell Wire Rope," L. H. Gault, A. Leachen & Sons Rope Co., St. Louis; "How We Support Our Salesmen, Agents and Distributors by Direct-Mail Advertising," E. M. Beach, Westinghouse Lamp Co., New York.

Retail departmental: Chairman, Ray M. Wright, Scruggs-Vandervoort-Barney Dry Goods Co., St. Louis. "How a Retail Clothier Has Increased His Business through Sales Letters," Al. Simon, Famous Clothiers, Chicago; "What Retail Stores Have Discovered about Direct Mail," William Nelson Taft, editor, *Retail Leader*, Philadelphia; "Practical Every Day Helps for the Small Retailer," F. J. Nichols, Director of Merchants Service, National Cash Register Co., Dayton.

Sales house organ: Chairman, A. B. McCallister, Young & McCallister, Los Angeles; "The Inside Story of a \$50,000 Job—A House Organ Talk," C. H.



**"If you want
the cream of
British business
at home and
abroad, you
must ask for it
in**

'Punch'

**Other papers
have some of
the best buyers
in the Empire
for readers. But
PUNCH has all
of them."**

THOMAS RUSSELL.

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80, FLEET STREET,
LONDON, E.C. 4, ENG.



REWARDS and PRIZES

for
SALESMEN
DEALERS
and
CLERKS

You may argue the extra sales effort devoted to your goods will mean larger sales and more profits for salesmen, dealers and clerks—

BUT they know your interest is primarily in yourself—that if it were not so, you would not be so concerned about them.

Still, you can secure that extra sales effort with all the added profit it will bring you, if you will show a willingness to compensate them for it.

It need not be in cash. That would be folly. It would affect your price in their eyes.

But to offer them merchandise rewards and prizes commensurate with the results they produce, is the height of good judgment and good business.

This organization now serves an important group of representative manufacturers who are doing this very thing—successfully.

It can bring you a like increase in volume and profits, without cumbersome detail, investment or task of handling.

Your inquiry—if well established in your line—will bring full particulars.

THE
PREMIUM SERVICE CO.,
9 West 18th Street
New York City

Barr, Crocker-McElwain Co., Holyoke, Mass.; "Getting the Most Out of a House Organ," Roger Wood, Graphic Craft Advertising, Lafayette, Ind.; "The Story of the Ginger Jar," Paul Sampson, American Multigraph Sales Co., Cleveland; "Should a Sales House Organ Reflect One Personality or Many?" Carl S. Crummett, American Mutual Liability Insurance Co., Boston. Employee's house organ: Chairman, Percy G. Cherry, Might Directories, Limited, Toronto, Ont.; "Common Sense Versus Theory and Set Rules in House Organ Editing," Charles E. Shafer, editor, "The Carnation," Carnation Milk Products Co., Oconomowoc, Wis. Financial: Chairman, Clinton F. Berry, advertising manager, Union Trust Co., Detroit; "Using Direct-Mail Advertising to Launch a New Bank," E. E. McCleish, Wm. Elliott Graves, Inc., Chicago, Ill.; Charles H. McMahon, advertising manager, First National Bank, Detroit, will also speak.

October 21, morning: Advertising production; Chairman, Ben C. Pittsford, Ben C. Pittsford Co., Chicago; "Selling Printing on Quality Rather Than Price," (speaker to be announced); "How Can Direct Mail be Used Effectively by Printers to Find Real Prospects," Milton G. Silver, John P. Smith Printing Co., Rochester. "The Proper Basis of Compensation for Direct Advertising Printing Salesmen," (speaker to be announced).

Better letters: Chairman, Wm. Bethke, La Salle Extension University, Chicago; "The Power and the Pull of the Letter," Miss Winifred Willard, The Hancher Organization, Chicago; "Putting Yourself Into Your Letters," Jack Carr, Jack Carr, Inc., Milwaukee, Wis.; "What Constitutes a Good Letter—or a Good Correspondent," Harry Kirtland, Kirtland-Weller Co., Toledo, Ohio.

The annual banquet and dance will be held at the Hotel Stevens on the evening of October 20.

Buys Control of Gray & Dudley Company

Houston Dudley, for the last twenty-five years general manager of the Gray & Dudley Company, Nashville, Tenn., manufacturer of stoves, has bought control of the company. Mr. Dudley succeeds J. N. Gray, Jr., as president. Fokett Brown is vice-president, and James C. Lauderdale, secretary-treasurer.

Garage Syndicate Appoints W. V. Mackay Company

The Fidelity Bonded System, Inc., Seattle, Wash., which has been organized to operate automobile repair garages throughout the country, has placed its advertising account with the W. V. Mackay Company, Seattle advertising agency. Magazines will be used after January 1.

OREN ARBOGUST ADVERTISING

30 North Michigan Avenue

Chicago

Specializing
in
COPY

... money—comes back to you in proportion to the worth of your advertising copy

I WONDER if you'd spend this evening, the whole evening, thinking of your advertising? Whether you spend a few thousand or half a million dollars a year—think about it tonight. Query it! Quiz it! Find if there's *anything* more important than *copy*. Does *yours* build unreasoning preference for the things you sell? Does yours set your product apart as distinctive, unusual? Is it patient, persistent, stubborn in its design to govern opinion? Does it vacillate? Is it interesting? Is it tiresome? Is it common? Is it boastful? Is it placid? Are your motives and is your character made a part of it? Is it rhythmic, easy to read? Does each word and sentence *work*? Is it vigorous, convincing? *Does it sell?* ... The years and the money you spend in advertising come back in proportion to the worth of the copy you use. *Nothing* in advertising is as important!

Announcement

to

ADVERTISING MANAGER

of

Building Materials Furniture and Equipment

The Young Womens Christian Organization is now planning a tremendous building campaign.

12 Y. W. C. A.'s are being built.

10 Y. W. C. A.'s are drawing up plans.

17 Y. W. C. A.'s are in discussion stage.

The names and addresses of above are available.

The cost of these buildings will range from several hundred thousand to two and five million dollars a piece.

To Get Your Share of the Millions of Dollars Spent for Building Material and Furnishings

Reach the buying executives through the official national Y. W. C. A. magazine.

The WOMANS PRESS
600 Lexington Avenue
New York City

Write for a rate card and terms on "Y" service and a selling plan to fit your particular product.

CLARA JANOUCH, Advertising Manager

Advertise to Warn Travelers against Smuggling

TO protect the jewelry trade in the United States from having to compete with foreign markets through jewelry smuggled into the country by private individuals, the American Jewelers Protective Association, New York, is warning the traveler, through advertising, that smuggling is dangerous. Besides advertising in the papers on shipboard, both coming and going, a New York daily and national women's magazine are being used.

The advertising is designed to call the people's attention to the fact that they are not only subject to the surveillance of the Government but also to private sources as well, and that they run a risk of detection long after they have passed through the custom lines. The campaign is being financed from dues of the members of the association, and will run during the height of the tourist travel.

An excerpt from a typical advertisement follows:

Persons who furnish original information which leads to the "recovery of any duties withheld, or of any fine, penalty or forfeiture incurred," may be awarded 25 per cent of the net amount recovered by the Government, but not to exceed \$50,000 in any case. An award as large as \$38,000 has been paid.

Information relating to smuggling, past or present, may be given to officers of the United States Customs on the steamer or pier, or sent by letter, cable or wireless to the office of the American Jewelers Protective Association. The Government can seize jewelry years after it has been smuggled, so that a temporary success at the time of arrival is no security for the smuggler.

The name of anyone giving information to this Association will not be divulged, even to the Government officials. Such information will be filed with the Government in the name of the Association, and the full amount of the reward received from the Government will be paid to the informant.

Death of J. W. Hays

J. Walker Hays, for thirty-seven years secretary-treasurer of the Memphis, Tenn., *Commercial Appeal* and *Evening Appeal*, died recently at that city. He retired at the beginning of the year because of poor health.

The CREATIVE MEN

of this organization are available to any man or group of men in an advertising agency, on matters pertaining to the physical appearance of advertising, and will work in your offices or their own. The scope of the W. O. Floing service includes: ideas—rough and comprehensive layouts—the production and purchase of art work—photographs of quality—and the supervision of typography and reproduction.

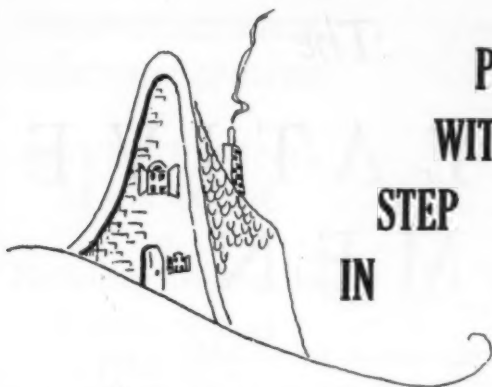
You can avail yourself of any or all of this service in the knowledge that your confidence will be respected.

The creative staff consists of the following men—all well known for their agency experience and training: W. O. Floing, Walter Whitehead, Don Hurlbut, H. L. Waterous, John B. Woodruff and Hugh Preston.

W. O. FLOING, INC.

General Motors Building, Detroit
250 Park Avenue, New York





PROGRESS WITH STEP IN

FIFTY-FIVE years ago the first national advertiser started in the mail-order business. Fifty-three years ago The Vickery & Hill Publishing Company started in the publishing business and served this advertiser as well as most all other national advertisers in introducing and selling their products to hundreds of thousands of housewives throughout the United States.

The Vickery & Hill Publications are used as test mediums for both copy and merchandise.

OF recent years many magazine publishers have concentrated their circulation in the larger centres of population, but the Vickery & Hill Publishing Company continues to serve the people of the small communities.

The popularity of the automobile in the rural districts and the increased facilities for distribution by manufacturers have broadened this market so that it offers wonderful prospects for the sale of commodities through the retail stores.

THE small-town field is a tremendous market not yet subject to the intense competition of the larger centres. MODERN HOMEMAKING will place your sales message before a highly selective class of these patrons of the small-town retail stores.

The subscribers of MODERN HOMEMAKING are mentally stimulated to buy through the influence of its editorial contents which link your products to their needs.

MODERN HOMEMAKING

A Vickery & Hill Publication.

Circulation guaranteed—650,000—90% net paid.

Circulation October issue over 750,000 copies.

W. H. McCURDY, West'n Mgr.
30 North Dearborn Street
Chicago, Illinois

WM. F. HARING, Adv. Mgr.
270 Madison Avenue
New York City

What Co-operative Consumer Societies Mean to Exporters

These Societies Appear to Offer an Exceptional Opportunity for the Sale of Both Manufactured Goods and Raw Materials for Some American Manufacturers

*Washington Bureau
of PRINTERS' INK*

BECAUSE of the comparatively slow development of consumers' co-operative organizations in this country, American manufacturers are likely to under-estimate their importance in planning export selling campaigns. A recent Government report shows that the consumer organizations abroad are well worth considering, and indicates that many of our manufacturers may be failing to take advantage of a highly potential export channel of distribution. The report shows that there are more than 300,000 consumer societies of all types in thirty-five countries, while in twenty-nine of the countries the societies have a combined membership of more than 44,500,000 people.

The report also shows that the consumers' co-operative movement has spread practically throughout the world, and that it is much more highly developed in some countries than in others. The figures presented cover more than 50,000 consumer societies in twenty-two countries. These organizations have a combined membership of 27,000,000, and their total sales exceed \$5,500,000,000 annually. Both wholesale and manufacturing operations are carried on to a greater or less extent by the societies in most countries in which any considerable progress has been made. In 1925, a business of \$800,000,000 was done by the wholesale societies of twenty-one countries. Also, in only ten of these countries, the report states that the societies produced goods to the value of more than \$200,000,000 in the same year.

These figures suggest the existence of an exceptional opportunity for American manufacturers, not only for the sale of finished products, but also for some raw materials. However, inquiry at the

Departments of Labor and Commerce did not disclose that American manufacturers are making any appreciable effort to secure either class of business. If individual American manufacturers are making a success in the field, they have refrained from reporting their methods and the results secured to any of the interested Government organizations. Regardless of this, several Government specialists expressed the opinion that the business can and should be developed, and contributed the following information.

No prejudice exists generally among the co-operative societies against advertised and branded manufactured products. Of course, if a large co-operative organization is manufacturing a product or a line of goods, it cannot be sold goods that are directly competitive. As a rule, preference is given to goods made by union labor, and the union label is an unquestionable advantage in selling the co-operatives, for the simple reason that practically all of the societies are the outgrowth of labor organizations.

SPECIAL BRANDS ADVISABLE

It was suggested that perhaps the reason for the apparent neglect of the co-operatives by American manufacturers rests on the fact that the societies will not maintain prices. It is difficult if not impossible to sell regular distributors the same brands that are sold to the co-operative societies; but usually the distributors do not object to handling the same goods under a different brand. This condition apparently calls for special brands for the co-operatives.

If a manufacturer of a well-known and popular product or line offered to put up his goods under a special label for a large co-operative society, it was thought that the

**Behind every
enterprise — the
Banker. Talk to
him through the
one magazine
he reads thor-
oughly each
month — the
A m e r i c a n
Bankers Associ-
ation Journal.**

*Write us for infor-
mation on how
Banker Influence
can help the
marketing of your
product.*

AMERICAN BANKERS ASSOCIATION JOURNAL

Edited by James E. Clark

110 East 42nd St., New York City

Advertising Managers

**ALDEN B. BAXTER, 110 East 42nd
St., New York City**

**CHARLES H. RAVELL, 332 S. La
Salle St., Chicago, Ill.**

**STANLEY IKERD, 129 W. 2nd St.,
Los Angeles**

(Member A. B. C.)

offer would materially assist the sale. It would not be necessary to put out more than one special brand for co-operative selling. If the brand was successful with one society, that fact would recommend it to others, and its sale might be developed in a number of countries. Advertising the brand as sold exclusively to co-operative societies would be an advantage, and it was also thought that an adequate plan to advertise a product or a line to the members of co-operative societies would receive general and favorable consideration.

Without exception, it is the purpose of the society to sell goods of worthy quality at the lowest price possible. Fancy wrappers and packages are not wanted, and even the appearance of expensive packaging must be avoided, as practically all members of co-operative societies have been educated regarding the desirability of eliminating all unnecessary costs in merchandising.

The extent and importance of the movement is indicated by the fact that the English Co-operative Wholesale Society is the largest manufacturer, trader, and land-owner in the United Kingdom, in which 45 per cent of the population is supplied through consumers' co-operative societies. In Denmark, Finland and Hungary, 40 per cent of the people are supplied by the co-operatives. In Switzerland the percentage is 35, and in France and Russia it is 30. In Belgium, Germany and Sweden, 20 per cent of the population is supplied, and 15 per cent in Norway. The country showing the slightest development is Argentina, with only 1 per cent, while the United States is second with 2.5 per cent. In Australia, 6 per cent of the population is supplied, 8 per cent in Bulgaria, and 10 per cent in the Netherlands.

In the majority of cases these figures are too low. This is especially true, the report states, in the case of such countries as Germany, Netherlands, Sweden and Switzerland, for which the percentages are based only on societies affiliated with the central co-operative union and take no account of independent societies. Also, these

Durable
Douglas Fir
*America's Permanent
 Lumber Supply*

A NEW giant takes his place in "the battle of the industries"

"IT is only by industry-wide co-operation that inter-commodity competition can be met . . . association advertising is a vital weapon in inter-commodity competition.

Thus, Mr. O. H. Cheney, of the American Exchange Irving Trust Company, sounds the keynote which a year ago became definite action on the part of lumbermen in the Douglas Fir region of Oregon and Washington. These men backed their faith in advertising and trade-extension work with a fund exceeding one million dollars.

Our record of national successes, plus a first-hand study of the lumbermen's problems, gave us the opportunity to handle this important account. And today, Douglas Fir is fast being recognized as America's greatest all-purpose wood.

BOTSFORD-CONSTANTINE COMPANY
Advertising

PORTLAND • SAN FRANCISCO • SEATTLE

Member American Association of Advertising Agencies
 and National Outdoor Advertising Bureau

percentages are based on membership of consumers' societies only, and other types of co-operatives conduct some consumer business.

In Russia there are 27,438 consumer societies selling at retail. In France there are 3,600 which have a total membership of more than three million. Germany has 5,928 consumer societies which sell to nearly 3,500,000 members. Great Britain makes even a better showing, from an organization standpoint, for it has only 1,381 retail consumer societies, while their total membership is nearly five million people.

The figures for the rest of the countries of Europe and the world are considerably smaller, but they are no less interesting.


206 SOCIETIES IN ARGENTINA

While Argentina is at the bottom of the list, so far as the percentage of population is concerned, the local 206 consumer societies in that country, with an average of only 577 members, sold last year a total of more than \$145,000,000, with \$1,220 as an average per member.

Also in 1926, the Russian societies are reported to have sold more than \$3,500,000,000. In 1925 the societies of Great Britain sold \$886,500,000 at retail. The total for Germany, for the same year, was \$146,653,000. In 1925, the retail co-operatives of Finland sold in excess of \$59,000,000, and in France last year the total reached \$25,518,000.

These figures, as well as all others given here, are from a report on "Co-operation as a World Movement," published in the Monthly Labor Review for June, 1927. The review is sold by the Superintendent of Documents at 15 cents a copy, and the report contains much additional information of value to manufacturers who contemplate selling the European co-operatives.

In regard to the manufacturing of goods by co-operatives, England leads, with Germany second. In the majority of the thirty-five countries, for which figures were found available, little or no manufacturing is done by the co-operatives. In regard to Italy no statis-



VANETTE

Full Fashioned

HOSIERY

*Watching the
birdies
In the studio
Is better for
Both of us
Than making them
On the golf course!*

We know it.

*You will,
once you try us!*

Apeda Studio
PHOTOGRAPHERS

212 West 48th Street
New York
CHickering 3960

Courtesy Baker-Moise, Dallas, Tex.

"It beats me! How'd you ever get onto this Whipple chap?"

The Vice-President slumped into a chair and waited.

"Easy!" laughed the Sales Manager. "But not much credit to me."

"What do you mean not much credit? All the rest of us thought Whipple was the world's best salesman."

"Well, so did I until recently. Oh, I knew there were weak spots in the sales force, but I didn't know to a hair just where they were until I put in this visible salesman's record. After that it was a snap. We put a little red signal on the edge of each man's card if he wasn't up to quota. Once I began to watch closely, I saw that Whipple was in the red for weeks on end. In conversation and reports he was a knock-out. But his actual record of results gave him away at a glance."

* * * *

Many a Sales Manager has found salesmen who are potential stars, and found out bluffers who were living on past reputations, through Acme Visible Records.

ACME VISIBLE RECORDS



The good man can't be overlooked and the poor one can't bluff if all the facts are out in the open all the time.

"Controlling my sales force is just about 25% easier and 50% more efficient now that I've got your records to help me," one Sales Manager said.

Will you let us send you a book that tells all about it? Tells how Acme can help you keep track of every salesman every day? A copy of "Profitable Business Control" is yours for the asking. Just send along the coupon—now!



ACME CARD SYSTEM COMPANY
1409 Lakeview Bldg., Chicago

Gentlemen:

☐ You may send me your book
"Profitable Business Control"

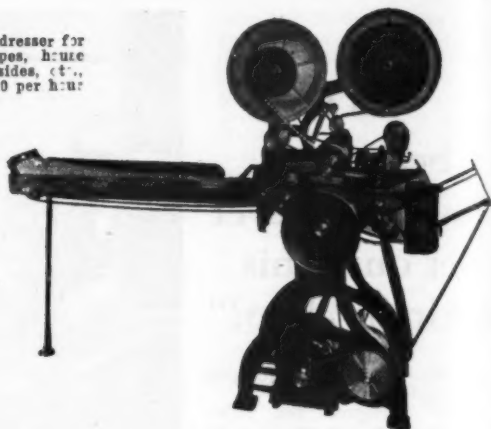
NAME _____

FIRM NAME _____

CITY _____

STATE _____

Automatic Addresser for
cards, envelopes, house
organs, broadsides, etc.,
capacity 15,000 per hour



Here's the Way to Cut Addressing Costs

OVERHEAD is the big item in addressing costs. Keep it down and you save money.

How can you keep it down?—By speeding up production—by addressing more names in less time.

This requires fast equipment. With a Pollard-Alling Relievo-graph an \$18 a week operator can emboss 150 or more four line addressing plates an hour—total cost, not over \$7 per thousand. With a Pollard-Alling Automatic Envelope Addresser

the same priced operator can address up to 12,000 names per hour—total cost, not over 10c per thousand.

Pollard-Alling machines are saving money for their users on lists of from 3,000 to 5,000,000 names—addressing newspapers, magazines, direct mail matter, mailer strips, office proof, wrappers, envelopes, statements, etc. Pollard-Alling equipment will save money for you. Fill out the coupon, spend 2c for a stamp and let us give you the facts.

POLLARD-ALLING MFG. CO.

Addressing, Mailing & Listing Machines

226 WEST 19TH STREET

NEW YORK CITY

Gentlemen: Please send us full details of Pollard-Alling Equipment based on the following description of our requirements:

Size of our list..... System now used..... Frequency of mailings..... Average number of pieces addressed at one time..... Average corrections and additions to be made on lists daily or weekly..... Name..... Address.....

tical information can be given, because of the almost total extinction of co-operation as a voluntary movement under the Fascist regime.

Two other phases of the movement appear to be of special interest to American manufacturers. First is the educational work, and it includes the giving of purely co-operative instruction and the training of its workers and members in various academic subjects, either in classes offered by the societies themselves or through the medium of scholarships in recognized colleges and universities. This appears to assure the future growth of co-operative selling throughout the world, and that it is a world movement is established by the fact that the formation of an international co-operative wholesale society has been a long discussed proposition.

The imports of the various wholesale societies, from co-operative sources in other countries, reached a total of \$94,561,000 during the first half of 1926. Of this amount England imported more than \$75,500,000, Germany \$6,500,000, Sweden \$3,000,000, Switzerland about \$2,000,000, Czechoslovakia \$1,500,000, Finland \$1,400,000, and nine other countries less than a million dollars each.

The largest of the co-operatives have representatives in many of the large producing centers of the world.

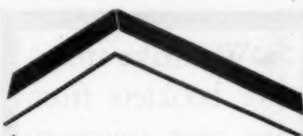
W. A. Myers Heads Hays Advertising Agency

Through a recent re-organization of the Hays Advertising Agency, Burlington, Vt., W. A. Myers is president and treasurer and H. E. Maynard, secretary of that agency.

A. E. Hawkins, formerly Boston manager of the H. S. Howland Advertising Agency, Inc., is now with the Hays agency.

Walworth Reports Gain in Net Profit

The Walworth Manufacturing Company, Boston, Walworth Stillson wrenches, valves, etc., reports a net profit for the six months ended June 30, of \$236,306, after charges and Federal taxes, against a net loss of \$102,790 in the first half of 1926. For the quarter ended June 30, net profit was \$108,306, against \$59,039 in the second quarter of 1926.



After Consumer Demand —then what?

Definite consumer acceptance may exist for a nationally sold food product because of well planned, sustained, intensive consumer advertising. That is excellent—as far as it goes!

But competitors pursuing similar policies also maintain strong consumer acceptance for their products.

As between two or more competing products in equally popular consumer demand, which does the dealer push?

You know the answer—The one he *thinks* will give him the best margin of profit.

That is where *Meat Merchandising* with its 55,000 interested, prosperous, selected food dealer readers (*) can be made to serve you—by giving that one extra, helpful little push to your products with the dealer.

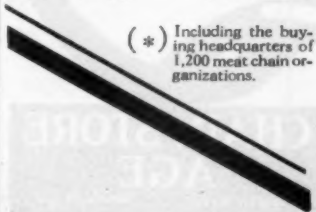
A modest schedule in *Meat Merchandising* will help you to sell your entire campaign to the dealers and put them in step with it in a way that they and your salesmen and distributors can turn to your practical advantage.

MEAT
MERCHANDISING

109 S. 9th St.

ST. LOUIS

(*) Including the buying headquarters of 1,200 meat chain organizations.



☞ We make attractive booklets from one cent apiece to ten dollars. ☞ Ask about our new way of printing in color.



CURRIER & HARFORD
LTD • 468 FOURTH AVE., N.Y.C.
SELECTIVE ADVERTISING

To
Reach
**CHAIN
STORES**
Use

**CHAIN STORE
AGE**

92 Worth Street

New York City

Advertising Does Not Create, It Stimulates Demand

BOSTON, Aug. 26, 1927.

Editor of PRINTERS' INK:

I read F. R. Feland's article [Is "Selling" an Illusion?] in your August 25 issue with great interest and found it very stimulating. I agree that it is erroneous to say advertising creates demand. That would be much the same as saying food creates life. What we know and say is that food nourishes and stimulates life, and if we say advertising stimulates demand instead of advertising creates demand, I feel sure most sensible people, advertising workers or otherwise, will agree.

I fully agree with Mr. Feland that the forces which create demand are overwhelmingly greater than the force of any advertising, but when the seed has been sown by these creative forces I think advertising can have a great deal to do with the slow or rapid development of demand. To claim otherwise is to say that advertising has had no more to do with our national development than if it had never existed, which is manifestly absurd.

BARRETT SMITH.

Owen Winters and Arthur Kudner Write Advertising Play

Owen Winters and Arthur Kudner, both partners of Erwin, Wasey & Company, advertising agency, have collaborated on an advertising play entitled "Send No Money." This play deals with the mail-order phase of the advertising business.

Mr. Kudner is in charge of the Chicago office of Erwin, Wasey & Company and Mr. Winters is the head of the New York office.

"Send No Money" will be produced in the near future in New York.

Pillsbury Net Profit Increases

The Pillsbury Flour Mills Company, Minneapolis, Minn., and subsidiaries, for the year ended June 30, 1927, reports sales of \$75,954,115, against \$83,255,903 for 1926 and \$70,700,647 for 1925. Net profit for the year ended June 30, 1927, amounted to \$2,766,271, against \$1,544,428 in 1926 and \$1,225,319 in 1925.

Gorham Silver Polish Account to Humphrey Agency

The Gorham Manufacturing Company, Providence, R. I., has placed its Silver Polish account with the H. B. Humphrey Company, Boston advertising agency. Magazines and newspapers will be used.

Norman B. Lavers has taken over the representation for the Middle West territory of the foreign trade publications issued by The Philadelphia Commercial Museum, Philadelphia. He was formerly with the *American Exporter*, New York, and The Chilton Class Journal Company, Philadelphia.

Judge Publishing Co., Inc.

Announces

the election of

CHARLES LAWRENCE SHELDON

AS VICE PRESIDENT

*MR. SHELDON, who has
been Advertising Manager of
Judge for the past three years,
will supervise both the Adver-
tising and Promotion Depart-
ments of the oldest and most
widely read humorous weekly.*

Judge

Founded 1881

627 WEST 43rd STREET, NEW YORK CITY

Tri-Weekly Journal

Atlanta, Ga.

Net paid average circulation
per week in farm homes of
the Southeast

358,158

A good buy at 60c a line,
flat, for advertising service.

*The Journal Covers
Dixie Like the Dew*

TRY COUNTING THE NEW ONES!

—○—
Magnificent Cathedrals
going up
Everywhere

—○—
A TREMENDOUSLY STRONG
and
WEALTHY ORGANIZATION
with
NUMEROUS BRANCHES
in EVERY

CITY AND TOWN
with
ONLY ONE MEDIUM
Absolutely Restricted
to the church buyer

—○—
Write for samples and information
concerning
The Church Trade Journal since 1899

The EXPOSITOR

710 Caxton Building
Cleveland, Ohio.

156 Fifth Ave.
New York City

37 S. Wabash
Chicago, Ill.

Dash the Dashes

INTERNATIONAL RAILWAY COMPANY
BUFFALO, N. Y.

Editor of PRINTERS' INK:

Here is a problem for your research
department which may be able to fit in
the gaps in the following jingle:

The _____ lays a thousand eggs
The humble hen lays one
But the _____ does not cackle
When its day's work is done
And so
But the humble hen replies

Which only goes to prove once
more

That it pays to advertise.

I suppose this verse has been going
the rounds of various advertising house
organs but I have not seen it for sev-
eral years and would like to be able to
fill in the gaps.

Can you help me?

WALTER McCausland,
Supervisor of Public Relations.

THE PRINTERS' INK research
department sympathizes with
Mr. McCausland. Yes, sir, no
cross-word puzzle or ask-me-an-
other question could ever prey upon
the mind as do the harmless little
dashes which ostensibly prove again
that it pays to advertise. The an-
guishing factor is that to the hen
it was no problem at all. Not even
to a humble hen. For days we
racked our brains and searched
tomes of verse. Aristotle—Long-
fellow—Shakespeare—Edgar Guest.
We read Thornton Burgess, farm
magazines, incubator advertise-
ments, studied Harrison Cady
drawings. But there was no clue.

Then our extensive files. Aesop,
Fontaine, Robert W. Service, Co-
lumbus, Cornell Mud Rush. We
looked through hen egg, advertis-
ing, day's work, cackle. But not
until we began searching through
the L's did we find the elusive
word. And there, bashfully repos-
ing between a rock and a piece of
sea-weed, was the Limulus.

We hasten to tell the good news.

The Limulus Polyphemus* lays a thou-
sand eggs

The humble hen lays one
But the Limulus does not cackle
When its day's work is done
And so the Limulus lives and dies
But the humble hen replies
"Who ever heard of Limuli before?"
Which only goes to prove once more
That it pays to advertise.

* (Substitute: Hippodamia convergens,
panagaeus cruciatus, etc.)

—[Ed. PRINTERS' INK.]

You can reach this Billion Dollar Building Material Market



REAL ESTATE DAILY NEWS, "The Metropolitan Builder," has already built up among building supply firms, architects, builders, general contractors, realty and mortgage concerns a circulation as great as that of many of the old established building trade papers. This phenomenal growth is convincing evidence of the long-felt need in Greater New York for daily information on construction and realty activities.

This district absorbs over 25% of all the building materials and construction work in the United States.

Are You Getting Your Share of the Four Million Dollars Spent Here Daily For Construction and Building Materials of Every Description?

Concentrate your advertising in a medium that will bring your message before the firms that do business on so large a scale. The purchasing power of the builder and general contractor in this billion dollar market is readily seen.

Write for Sample Copy and Advertising Rates

REAL ESTATE DAILY NEWS

THE METROPOLITAN BUILDER

152 LAFAYETTE ST.

NEW YORK, N. Y.

Published by Atlas Publishing Co., Inc. Since 1905 publishers of Daily, Weekly and Monthly trade papers and directories.



Don't talk Greek to a Frenchman

TIME and again, it has been shown that American advertising campaigns in foreign publications have fallen down. The advertising writers insisted upon using American expressions and American thoughts, without taking the trouble to study the French or the South American attitude.

It's worse than that. There are advertising campaigns right here in America, by Americans to Americans, that are falling down because the advertising writer insists upon the idioms and technicalities of his own business, and remains in ignorance of the attitudes of those to whom he is writing.

This mistake reaches especially pa-

thetic proportions when the national advertiser addresses the retailer.

Here is a new advertising service, based on many years of accomplishment in writing the retailer's advertising, and in negotiating the retailer's affairs with the national advertiser. It offers the national advertiser, the service of having his messages to the retailer written by one who has written the retailer's advertisements, and who knows the retailer's true feeling about national advertisers. It offers the service to the national advertiser, or to the national advertiser's agent who wants to talk Retail fluently and effectively. May I offer a specific suggestion covering your situation?

David Lampe

ADVERTISING TO THE RETAILER

Baltimore and St. Paul Streets, Baltimore, Md.

Some Mid-Summer Musings

By T. Harry Thompson

A page in the magazines is worth two in the salesman's portfolio.

* * *

A scout reports having seen a so-called "used" motor-car, with this lettered on the spare-tire cover: "I Do Not Choose To Run."

* * *

In this Land of Opportunity, it is dangerous to generalize. There are people traveling first-class to Europe who look as though they might not own a change of underwear.

* * *

Many a sane, sensible copy-idea has been damned forever by the chap who is always ready with: "That's old stuff." Maybe it is. But is it *good*? That's the test. In the competition of creative minds, one hesitates to suggest the obvious, even though his common sense and his long experience tell him it is the sane, sensible thing to do.

* * *

Judged by modern standards of advertising art, the arrow is not a pretty thing. But it never fails to guide the eye to the coupon or the high-lighted selling point. The arrow, too, is "old stuff."

* * *

When you've put all that you've got into one piece of copy—a headline that stops and stirs; text that is crisp and crackling; a peroration that pries open the tightest purse; and THEN realize that you must write fifteen more just as good . . . that, my dear Watson, is what makes agency copy writers old before their time.

* * *

And, speaking of this age-business, when is a copy writer "too old"? Many help-wanted advertisements say that he "must not be over thirty-five." Assuming that he is twenty-five before he is any good at all (the prodigies excepted), that gives him only ten years in which to produce. Then

what? It all seems perfectly foolish. A writer is too old at twenty-five, if his brain has atrophied. He is still good at eighty, if his mental magneto is sparking on all six points.

* * *

One frequently hears that "advertising is a young man's business." I'll admit that no other business with which I am familiar takes so much out of a creative man. But there are ways to recharge the battery. So long as it delivers the well-known "fat, hot spark," why worry about its age?

* * *

If the question were put to a referendum, I think most writers would agree that the hardest piece of copy to write is the Christmas advertisement. From watches to washboards, it is always "the ideal gift," and with thousands of advertisers bidding for the same dollar, the strain on the writing man is sumpin' fierce.

* * *

On the plate-rail of a big executive's office, my eye fell upon a framed card, reading: "Good friend, the Critic is he who would have you write it, play it, paint it, or carve it as *he* would do it—if he could." A pretty good definition, wouldn't you say?

* * *

Criticism is a curious thing. In the face of the most bitter, relentless criticism of "Abie's Irish Rose," people flocked to see just how "terrible" it was for five years . . . and the producer reaped a harvest. The longer I am in the advertising business, the less inclined I am to say "That's great" or "That's terrible." I find myself saying "I don't know," which may sound like a bad admission at the time, but it saves alibis later on.

* * *

After reading "Your Money's Worth" one can imagine a man saying something like this to a friend: "I've got to buy an overcoat, Joe. Meet me at the Bureau of Standards."

WHEN YOU ORDER PRINTING

*You can either shop around
and award the job to the
lowest bidder —*

*Or place the work with a
responsible house, capable of
the biggest workmanship
— paying what such service
is worth. This is frequently
less costly from the stand-
point of results.*

THE STIRLING PRESS
Square Deal Printers
318 WEST 39TH STREET, NEW YORK

Advertising Specialty Men

Manufacturer of high-grade
Metal Advertising Special-
ties: Etched, Embossed,
Lithographed, Printed or
Hard Enameled Signs,
Name Plates and Emblems,
is looking for experienced
Specialty men who

- possess creative ability.
- know advertising specialty mer-
chandising.
- can associate with, and sell to
executives.
- recognize the value of representing
a concern rated a million high,
and conducting an extensive na-
tional advertising program.
- are open to represent along with
your other non-conflicting line, the
most complete Metal Specialty line
ever assembled.

Give selling experience.
Address "O," Box 104,
care of Printers' Ink, New
York City.

Is Industrial Buying Engineeringly Controlled?

(Continued from page 6)

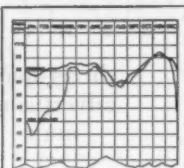
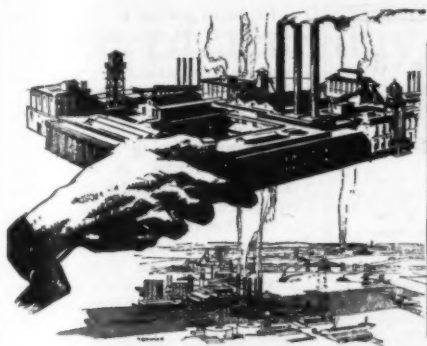
knowledge of machinery is of the most rudimentary character, fed largely by their observations of the practices of each other, and by their contacts with the small marine machinery dealer and service shops. Yet, they are the producing end of an industry that probably runs well over \$10,000,000 in annual value of catch, and operates daily well over a half-million horsepower of machinery. They are buyers of propelling engines, small deck engines, pumps, winches, rope, sheaves, fuel and lubricating oil, paint, lighting and smaller electrical equipment, and many other so-called industrial products.

Do we find any large proportion of these using antiquated equipment, due to the lack of engineering supervision in their buying? On the contrary, we find the same consistent shift to modern equipment, closely in step with the development of this equipment, which we have seen in connection with the rice and cotton groups.

Glancing off at still another angle, in the general market perspective, we see the flour-milling field, composed of some 5,000 to 6,000 relatively small production units, with an annual value of product of over a hundred millions and utilizing probably about a million horsepower in power-development machinery. The great bulk of these units is composed of the small country mills and these are the ones to which I refer.

These mills are buyers of engines as prime movers, electric motors, belting, transmission machinery, blowers, fuel and lubricating oils and many general industrial products, in addition to the general run of strictly milling machinery appliances and equipment.

In the common understanding of the term, few of these small mills are at present engineeringly controlled, although your practical miller is a keen student of production costs.



.... Average production of New England operatives in 3 industries over 4 year period.
— Average production of workers in 3 Richmond industries.— iron, paper and tobacco.

The greatest "moving day" industry ever experienced

Before any concerted effort had been made to exploit the Richmond Area, the Allied Chemical and Dye Corporation announced its decision to make here an investment of startling proportions. The gigantic chemical plant which is being laid out in the James River Basin is, in initial size, one of the largest industrial developments in this country's industry.

With an investment of many millions of dollars to safeguard, the engineers charged with the responsibility of locating the plant took nothing for granted. The claims of many communities were weighed with the same scientific exactness with which the by-products of coal are analyzed.

The significance of their decision to locate in the Richmond Area will

not be overlooked by thinking manufacturers who are studying the problem of plant location.

Situated midway between the richest section of the South and the greatest markets of the world, with low rail and water rates and cheap power, Richmond's advantageous geographical location is obvious. A plant here makes unnecessary the expense of "decentralizing" with a double overhead.

Other factors to consider in plant location have been subjected to the most careful study, and the results of these investigations have been compiled for your benefit. You will be obligated in no way by laying your particular problem before us.

INDUSTRIAL DEPARTMENT,
Richmond Chamber of Commerce,
Box 103, Richmond, Virginia.

RICHMOND VIRGINIA

"AS FAR SOUTH AS YOU NEED COME FOR LABOR AND SOUTHERN DISTRIBUTION; AS FAR SOUTH AS YOU CAN COME FOR QUICK TRANSPORTATION NORTH BY RAIL AND WATER"

A savage snatch almost wrests the rod from your hand. Clear out of the water comes a glistening, shiny body—10 pounds of fighting fury with red gills showing.

Write for a free copy of "Joys of Living in Richmond" telling of hunting, fishing, golfing, boating and touring the most historic spots on the American Continent.



w a n t e d

direct-mail advertising man

Here is an opening for a man between 25 and 30 who knows Direct Mail and General Advertising—a man who can prove his ability by working up new local accounts for this agency. He must plan Direct Mail Campaigns—write copy and sell what he has prepared. Salary to start, \$175.00 monthly. Send photo; samples of work; state experience. All information will be confidential; all applications will be acknowledged.

The Jay H. Maish Co.
Advertising Agency
MARION, OHIO

Are You Looking for THIS MAN?

—a successful salesman, a careful market investigator and analyst, with seven years' experience since graduating from one of our best colleges where he specialized in Economics and English. For the last four and a half years he has been selling for a big nationally known concern, most of the time under a sales director recognized as foremost in his field. For good reasons, he now desires a new connection as a sales executive. If the sales department is large and already headed by a big man, he will do fine loyal work as assistant. Happily married and a dad, a clean liver, of good appearance and likable personality—this man is right in character as well as ability.

Address "U," Box 107,
Printers' Ink

Probably owing to the fact that the matter of change-over in step with engineering progress has to deal with a little more fixed conditions here, these changes come about a little more gradually. Yet there is a steady change-over and modernizing going on that probably is affecting, at least 10,000 horsepower annually in power equipment alone.

At another point in this same mosaic of smaller industries we find the small ice plants and refrigerating plants, each developing and utilizing from 100 to 300 horsepower in daily operation. While these are coming more and more under the engineering influence in their operation, there are, today, thousands of them in successful operation, the machinery and equipment of which are largely the result of observation of current practice. Yet, within the last ten years we have seen a radical group-shift not only from one form of power development to another, but actually from one basic method of ice manufacture to a radically different one.

Then, there is the Western irrigated territory, with its 24,000 pumping plants, developing or utilizing practically a half million horsepower, for the most part under control of the non-engineering buyer, although consuming large volumes of so-called industrial products. The modernizing process in machinery used constantly is going on here.

To avoid getting too far into the realm of anticipation, it is well only to mention in this connection our six to seven million farms, a small but growing percentage of which is now within the range of power lines and, therefore, evolving into buyers, and intelligent buyers, of industrial products.

So we might go on, swinging around through the many individually lesser machinery markets, lying in a great circle about the big industrial tent, selling the most technical of machinery to the non-engineering buyer and finding him in no way backward in its adoption, in no degree gullible in its selection. When we foot up his purchases we find their aggregate

60% of the day is spent
in your office

Make it a "*livable*" place—



*Office of Mr. Charles G. Edwards, Former
President of the National Association of
Real Estate Boards, New York*

GONE are the drab, ugly offices of yesterday! The business executive of today prefers a pleasant, livable place—where dignity and friendly personality prevail.

He now realizes that his office can have personality—can create an impression of genial success.

Danersk furniture is friendly, yet dignified, and lends individuality to any office. Each piece is the product of master craftsmen and is based on

authentic traditional design, yet it costs no more than any well-made furniture.

Let us send you our free brochure "*The Livable Office*" which contains photographs of the offices and board rooms of some of the country's most successful corporations.

We welcome visitors to our salesrooms where they may see, in appropriate surroundings, individual pieces or well chosen groups.

ERSKINE-DANFORTH CORPORATION

383 Madison Avenue, New York City
at 46th Street—First Floor

Chicago Salesrooms: 315 North Michigan Avenue

Another Milestone in 37 years of Advertising Progress

Andrew Cone Advertising Agency

Frederick H. Cone, President

ANNOUNCES

the following additions to the staff:

George F. Nolan *Executive Vice-President*—formerly of the United States Advertising Corporation, New York, and the Charles F. W. Nichols Company of Chicago.

Gerald C. Smith *Vice-President in charge of National Accounts*—formerly Account Executive Frank Seaman, Inc., and the Dorland Advertising Agency, New York.

W. E. Simler *Vice-President in charge of Trade Promotional Division*—formerly Vice-President of the Philip Kobbe Co., Inc., and recently Merchandising Counsel of James F. Newcomb & Co., Inc., New York.

Charles C. Baldwin *Director of Copy*—formerly of Albert Frank & Co., New York, Joseph Katz, Baltimore, Md., and Eastman Scott & Co., Atlanta, Ga.

For 37 years this Agency has maintained complete advertising service. With these appointments to its already strong staff, the organization is in a better position than ever to serve its present clients and to handle a limited number of new national accounts.

ANDREW CONE ADVERTISING AGENCY

Established 1890

18 East Forty-first Street • New York

*Member: American Association of Advertising Agencies
International Advertising Association Audit Bureau of Circulation*

comparable with those of other phases of industry in no unfavorable way.

Yet, to me, there is an interesting result of a study of this kind of selling. When we analyze what we have done we find one great outstanding fact. We find that, after all, the buying of these industries is engineeringly controlled—surest thing you know! But it is engineeringly controlled by the seller and not by the buyer. It is always the seller, who through diligence in developing his product, through persistency in introducing it, and through zeal in proving its economic fitness, has brought about these great group changes in methods. It is the seller who goes ahead of demand and shows the better way.

Perhaps, if we follow this discovery up with a study of the buying habits of the big industrial market, it will be interesting to note to just what degree the buying of all industry, today, is engineeringly controlled by the seller rather than by the buyer. Perhaps we should find many points under the big tent at which the seller's engineering development dominates the deal. It is entirely logical that we should.

That is the vital part of the problem for advertising and sales executives. For it is from that ground that our sales and advertising policies must be drafted and our advertising copy written. It is when working from that ground that we realize the importance and responsibility of our work, in leading engineering thought, by means of our contacts with the public, in making the most of the great engineering material given us by our organizations, in helping industry to capitalize upon what the engineering minds back of us constantly are evolving, in this never-ceasing modernizing process in technical fields. It is from this basis that we realize that our jobs are not being simplified, but that the demands upon us for ingenuity, for skill and simplicity, for "humanness" and common sense in approach, for thoroughness and judgment, are greater than ever before.



Announcing the incorporation
July 1st, 1927, of the Bankers
Publishing Company, Toledo, as

The REEVES ADVERTISING Company

THEO. E. REEVES
President
F. W. THOMAS
Vice-President
D. M. REEVES
Secretary-Treasurer

A financial advertising agency
founded in Toledo in 1899, and
serving over 25 financial institutions
as advertising counsel.

Individual service—complete
plans and copy—individual and
distinctive advertising literature
prepared and printed.

Inquiries invited from banks
and financial institutions.

The
REEVES ADVERTISING
Company
Toledo, Ohio

Trusted

Ask any resident
of Northern California which daily
paper has always
commanded full
respect and trust.
The San Francisco Chronicle,
is the answer.

San Francisco
Chronicle

A Sales Executive

We have a client, a large industrial concern in the Middle West, who is seeking a man with the following qualifications:

1. A man with experience as a sales executive, who is an organizer and leader of men. His sales experience must have been in the industrial manufacturing field, in such industries as metal, machinery, chemical, oil, building materials, or similar lines.
2. He must be between 30 and 40 years of age.
3. He must be a college graduate.
4. The man we seek is now employed and is successful in his present position.
5. His past business and personal record must stand close investigation.
6. He must be a man with more than ordinary ability, keenness, energy and initiative, and he must be clean-cut mentally, physically and morally.

We would like to have applications for this position from men who feel they meet strictly the above qualifications. Others will not be considered.


Reply to this advertisement should be made as complete and comprehensive as possible, so that no qualified man will be overlooked.

All correspondence will be held in strict confidence.

Address Bissell & Land, Inc., Advertising Agents, 339 Boulevard of the Allies, Pittsburgh, Pa.



Howell Cuts
for house organs
direct mail and
other advertising
ask for proofs
Charles E. Howell, Fish Building, New York



Mailing Lists
Will help you increase sales
Send for FREE catalog giving
counts and prices on classified
names of your best prospective
customers - National, State
and Local - Individuals, Pro-
fessions, Business Concerns.
99% GUARANTEED
by refund of 5¢ each
ROSS-Gould Co. 144 N. 3rd St. St. Louis

New Life Insurance Sales for July

New life insurance paid for during the first seven months of 1927 was 17 per cent greater than during the corresponding period of 1926, while for the month of July this year, such insurance was 4 per cent less than for July last year. For the seven months this year, new business of all classes was \$6,713,000,000, against \$6,599,000,000 for the corresponding period of 1926. For the month of July new insurance was \$894,000,000, against \$931,000,000.

These results are shown in a report of the Association of Life Insurance Presidents to the United States Department of Commerce. This report combines the records of new paid-for life insurance, exclusive of revivals, increases and dividend additions, of forty-five members, which have 81 per cent of the total life insurance outstanding in all United States legal reserve companies.

Minneapolis Banks Merge Advertising Departments

A merger of the advertising departments of the First National Bank and the First Minneapolis Trust Company, Minneapolis, has resulted in the appointment of Ben S. Woodworth, advertising manager of the latter company, to take charge of the combined departments.

Carl W. Hillberg, advertising manager of the First National Bank, has been promoted to the new business department.

R. A. Brown with Los Angeles Store

Russell A. Brown, recently general advertising manager of the seven retail department stores operated by Montgomery Ward & Company, has been appointed sales manager of the Broadway Department Store, Inc., Los Angeles. He was formerly advertising manager of Marshall Field & Company, retail, and advertising director of Lord & Taylor, New York.

C. L. Sheldon, Vice-President, "Judge"

Charles Lawrence Sheldon, advertising manager of *Judge* for the last three years, has been elected vice-president of the Judge Publishing Company, Inc., New York. He will supervise both the advertising and promotion departments of *Judge*.

Cannon Ball Loud Speaker Account to O. S. Tyson Agency

The Cannon & Miller Company, Inc., Springwater, N. Y., manufacturer of Cannon Ball radio loud speakers, has placed its advertising account with O. S. Tyson and Company, Inc., New York advertising agency.



WILLARD E. STEVENS

Appointed
Western Representative
of

"The Gentlewoman"
Magazine

1,200,000 — A. B. C.

Western Office

130 North Wells Street Chicago, Illinois

Telephone — Dearborn 2948

Home Office: 615 West 43rd Street, New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. H. Weiss	Andrew M. Howe
H. M. Hitchcock	James C. McGrath
Thomas F. Walsh	Eldridge Peterson
H. W. Marks	Don Masson

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

D. M. Hubbard

Washington: James True

London: Thomas Russell

NEW YORK, SEPTEMBER 8, 1927

"Be Yourself" In Advertising

Long ago, when Tammany was still the Tiger, a certain New York social light became afflicted with political ambition. The precise office for which, as a "reform" candidate, he offered himself, escapes present recollection. In fact, the only memory which, in the present era, attaches to his name, is the triumph of bad taste which he achieved by appearing before an East Side audience in evening clothes and attempting to demonstrate his democratic sympathies by ostentatiously pulling off his coat and making his speech in shirt-sleeves.

This unfortunate episode might decently be forgotten but for the alarmingly increasing evidence that this well-intentioned gentleman left behind him spiritual de-

scendants among present-day advertising writers.

To paraphrase Mr. Briggs, there's at least one of their productions in every publication which counts (or is supposed to count) shop foremen, section-gang bosses or similar hard-working, hard-handed minor executives of big industrial concerns, among its readers. Somebody is always fancying that the way to talk convincingly to such shrewd sergeants of the industrial army is to use the tone that a lily-handed, long-haired copy writer in a cubicle on the fifteenth floor fondly imagines they use among themselves.

The results are invariably painful; almost as much so as the efforts of these same copy writers, who never in their lives saw a Holstein-Friesian "doing her stuff" in response to a dairyman's ministrations, to meet a rural audience on its own ground.

It is sound advertising to suit your appeal to the audience. But that is a very different thing from trying to pretend to be one with your audience. The saddest part of such pretenses is that they are most easily seen through by the very people upon whom you are most anxious to make a favorable impression.

Simple, straightforward language remains to this day the most effective advertising copy; and it isn't really so hard to write as perusal of advertisements often makes it seem. Clearness and sincerity are liked equally well by construction foremen and farmers.

Competition and Common Sense

Interesting news comes from Denmark where a group of American farmers are studying co-operative marketing. The American visitors are astonished at the intensity of competition among the dairying and bacon co-operatives. They naively expected co-operative marketing, when highly organized and well administered, to wipe the business slate clean of competition. Instead they now conclude "that one cannot get around economic laws and that whatever form farm relief takes it is impossible to

eliminate the competitive factor."

In fairness to the farmer, let it be pointed out that he is not the only business man who turns a longing eye toward a condition of producing and marketing his output free from the hazards of competition. Probably there are as many bankers, professional men, manufacturers and distributors who believe their profits would be larger, their state of mind easier and life in general more crowded with sweetness and light if competition could be removed. Some there are who nourish the belief that competition will some day disappear. To them competition is always vicious and destructive.

Why not be sensible about it? Why not try to realize that competition is inherent in business and that it can be and often is entirely honest, fair and decent? Why not make the effort to understand it as a force that builds quite as often as it tears down?

"I believe competition in business is a great thing, a good thing and a wise thing," said the late Judge Gary a few weeks ago. "There can be perfect competition and at the same time perfect co-operation. We should welcome and expect keen competition, if it is sane and reasonable. It is an incentive to produce better commodities, to give better service and to economize in costs of production. It furnishes zeal to enterprise and operates to the benefit of producer as well as consumer."

When Montgomery Ward & Company were celebrating their fiftieth anniversary five years ago Theodore Merseles, then president of the company, told *PRINTERS' INK*, "the mail-order houses of this country have brought the American farmer the benefits of active competition where competition would not otherwise exist. At the same time the mail-order houses have helped the local merchant. They have made him a better merchant. They have pointed out to him his shortcomings and want of initiative. They have given him wholesome competition; they have been a healthy urge to energetic action and have modernized the local store throughout the country

as no other influence could have done."

Of course competition is wasteful and unfair at times. But no one can deny that recent years have tended to minimize those evils. Take competition out of business and you deprive business of one of its greatest driving forces. Eliminate it (which cannot be done legally in this country) and you eliminate most of the likelihood of progress and growth.

The Ballyhoo Anachronism Superlatives and optimistic generalities are frowned upon by advertisers who desire to be accurate and honest. Experience has well demonstrated that boastful, blatant statements gain no permanent credence whatsoever with the average consumer, and we have seen the era of panacea and superlative decline with the growing of the century. Which is a very sensible sign.

Not so long ago, amidst wonder claims for almost every product, that which shouted the loudest and most colorfully was—the circus. And today we are struggling under the heritage of that garish institution now changed into blurbs that nobody believes and few take the trouble to read.

On the same page of a daily newspaper we can find advertisements (incidentally poorly done) of current attractions declaring their wares in no uncertain terms. To run down a typical column in a conservative paper: "Magnificent," "Amazing," "Gripping drama," "Greatest receipts in history," "Best entertainment," "Greatest musical comedy ever staged," "Musical sensation," "Greatest dancing chorus ever seen," "Best play of year," "World's greatest revue cast," "Biggest hit on Broadway," "Biggest of dramatic spectacles," "Two greatest shows ever seen," "Greatest thrill," "Greatest success," "The wittiest"—you can write your own.

To employ one superlative ourselves, the most pitiable example was one play which "left New York gasping!" because of thrills,

but everywhere it was reviewed at the same time as a dwindling, dying melodrama hardly worthy of the name.

Who believes these unctuous gibberings? It is our opinion that customers see a play either to be amused at the moment or because they have heard it discussed among friends. When this style of advertisement is finally discarded—it was long ago dead—producers may expect to find intelligent people guided by their daily copy.

Expensive Ways of Securing Publicity

A hotel proprietor obtained a certain amount of reflected glory when Lindbergh's plane fluttered out of the dark mists above Le Bourget. His picture was in the paper, sometimes even the name of his hotel was mentioned.

A maker of chewing gum received much publicity when out of a large number of people who started to swim from Catalina Island one young man was dragged exhausted to the sandy beach of the mainland.

More recently, more than \$300,000 was spent in preparation and the lives of seven people were sacrificed when the first "aerial derby" was held for a prize of \$35,000 offered by a pineapple king.

Some people will say that these prizes were offered merely to help the cause of aviation and swimming. Yet the names of the donors appeared prominently in all news dispatches, the prizes were not offered anonymously or in the names of swimming and aeronautical associations, and prominent authorities assure the public that no further good can be accomplished for aviation at its present state of development by further offers of prizes for stunt flights.

Personal publicity comes too high when the ghastly toll of the last flight is considered. Is it not more logical for any man who sincerely wishes to promote the science or sport of aviation, swimming, motor-racing, yachting or what not, first to consult competent authorities in the field, then

to offer a prize to be handled entirely by the association formed for the purpose of promoting the sport in question? Otherwise we shall see a series of freak offers, many of them made by men with an axe to grind. Any subsequent prizes for freak flights can only result in harm for aviation and needless loss of life.

Gets the Trade's Good-Will by Asking for Small Favors

Two salesmen were chinning in the smoker and were—shall we say gossiping?—about a third.

"Brown told me he got tickets to the Chicago Army and Navy game through a customer who has a drag with the powers that be," said one.

"Yeah," returned the other, "and out in Omaha he borrowed his customer's car to call on a dealer in Council Bluffs. I don't see how he gets away with it. Me—I'm always trying to do something nice for my customers. Brown works his, and I guess he makes 'em like it, for he is getting the business."

Brown probably would not have explained if they asked him. He had a secret. He ran across it one day in a passage written centuries ago by Tacitus:

"Benefits are pleasant while it seems possible to requite them; when they become much greater they produce hatred rather than gratitude."

This thoughtful salesman turned the ages-old observation into modern practice. He realized that people, consciously or subconsciously, resent being constantly placed under obligations. On the contrary they have a glow of pleasure in being the benefactor.

So he adopted the plan of purposely asking his customers to do little things for him. The plan worked. They enjoyed doing him favors and felt more friendly toward him. Of course he did not carry it to extremes and ask them to endorse notes or do anything else that common sense would show they would rather not do.

A salesman who likes to observe the reactions of human nature can make an interesting experiment by trying this plan.—"Meredit's Merchandising Advertising."

I. R. Kirkwood Will Adds to William Nelson Art Fund

The will of Irwin R. Kirkwood, editor of the Kansas City *Star*, whose death was reported last week, was filed for probate on September 2. The sum of \$250,000 was added to the building fund left by William Rockhill Nelson, founder of the *Star*, and Mr. Kirkwood's father-in-law, for the construction of a municipal art gallery bearing Mr. Nelson's name. This fund now totals \$2,750,000.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Corporation

Western Electric Co.

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

Eastman Kodak Company
(Brownie Cameras)

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Plans Completed for Eighth District Convention

Delegates from advertising clubs in Minnesota, North Dakota and Montana, attending the convention of the Eighth District of the International Advertising Association, will leave Duluth, Minn., on September 9, aboard a Lake Superior steamer. Some of the sessions will be held while afloat on the trip to Port Arthur, Ont. At that time J. M. Devine, former Governor of North Dakota, will speak on "Advertising a State."

The principal sessions will be held on September 10, at the Prince Arthur Hotel, at Port Arthur. At the morning session, presided over by John W. Lapham, chairman of the District, the following talks will be given: "Retail Advertising Developments," by John DeWild, editor, the *Commercial Bulletin*, St. Paul, and "Psychology of Advertising Methods," L. A. McQueen, assistant general sales manager of the tire division of the B. F. Goodrich Rubber Company. There will also be general discussions on "Direct Mail Advertising" and "Newspaper Advertising Developments."

Curtis Johnson, president of the National Hardware Dealers Association, will speak on "Boosting the Average" at the noonday luncheon. At the same time Frank B. Allen, editor, the *Port Arthur News Chronicle*, will discuss the subject of Canadian advertising. The closing speech will be made by Charles F. Collisson, whose subject will be "Advertising the Northwest," at a banquet to be held on the homeward trip.

* * *

Toledo Women's Club Appoints Committee Chairmen

The Women's Advertising Club of Toledo, Ohio, has appointed Marion Powell as chairman of the budget committee and to act as business manager. Selma Elgutter will head the Better Business Bureau committee; Harriet Goodsite, the publicity, and Gertrude Banks, the program committee.

* * *

Philadelphia Denver Convention Delegates Hold Reunion

The members of the Philadelphia Club of Advertising Women and of the Poor Richard Club who attended the convention of the International Advertising Association at Denver last June, held a reunion at the Bellevue-Stratford Hotel on August 29.

* * *

Toledo Club Has Commercial Art Departmental

The Advertising Club of Toledo, Ohio, has formed a commercial art departmental. Frank H. Aldrich has been appointed chairman.

Prize Drawing Advertisements Violate Anti-Lottery Law

Officials of the Milwaukee Advertising Club, and of other advertising organizations in Wisconsin, have just received copies of an opinion by the Attorney General of that State. This opinion declares that Wisconsin's anti-lottery law is violated by advertisements which display plans for giving purchasers numbered tickets with purchases of merchandise, one of such numbers to be drawn and to receive an article of value. This method has been used in a number of instances in Wisconsin recently in various forms and an opinion was asked of the Attorney General by advertising men.

* * *

Course of Instruction for Retail Advertisers Planned

The board of directors of the Appleton, Wis., Advertising Club has decided to organize an industrial division and to conduct an advertising school. The course of instruction will be especially arranged to meet the needs of retail advertising men and women.

A special meeting of the club is being planned for October to organize an industrial advertisers' division, and the principal speaker is to be Charles C. Younggreen, chairman of the Sixth District.

* * *

Connecticut Clubs Hear Coupon Discussions

The advertising clubs of Hartford and Bridgeport, Conn., had the subject of coupons in advertising copy as their topic of discussion at their luncheons recently. C. T. Stevens, advertising manager of the Phoenix Mutual Life Insurance Company, Hartford, addressed the club of that city, and Charles H. Gregory spoke before the Bridgeport club.

* * *

Kansas City Club Appoints Program Committee

Fred Karr has been appointed by Francis J. Gable, president of the Advertising Club of Kansas City, as chairman of the program committee. Lyle Stephenson is to be vice-chairman, with J. Fred Green, J. G. Galvin and J. Frank Smith as committee members.

* * *

Muscle Shoals Organizes Club

The Advertising Club of Muscle Shoals, Florence, Ala., has been organized with thirty-five charter members. The club takes in Florence, Sheffield and Tuscumbia, Ala. It is affiliated with the International Advertising Association. A. L. Campbell, of the Campbell Advertising Agency, Florence, is acting secretary-treasurer of the new club.

Advertising Affiliation Executives Meet

A meeting of the executives of the Advertising Affiliation was held recently at Hamilton, Ont. Ludwig Meyer, of Erie, Pa., president of the Affiliation presided. There were thirty-five present at the meeting including: Hart Hopkins, president, Buffalo Advertising Club; T. H. Yull, president, London Advertising Club; Wilbur Hyde, president, Cleveland Advertising Club; Ed Paviour, representing the Rochester club; R. E. Clemens, vice-president of the Affiliation, and J. B. Fraser, president, Advertising Club of Hamilton.

Rochester has been selected as the convention city of the Affiliation for next year, and Mr. Paviour, on behalf of the Rochester Ad Club announced that the convention in 1928 will be held there the early part of June.

Most of the delegates to the meeting stayed over in Hamilton a day and engaged in a friendly tournament of golf with the Hamilton club members.

* * *

Davenport Chamber of Commerce to Start Campaign

The Davenport, Iowa, Chamber of Commerce will use twenty-two newspapers in twenty cities adjacent to Davenport in an advertising campaign which it will conduct to emphasize the position of Davenport as the trading center of its community. Copy will run over a period of twenty weeks. Milton Hult, of the publicity department of the Chamber of Commerce, is directing this campaign.

* * *

St. Louis Club Revises Charter

The Advertising Club of St. Louis has reorganized its management and revised its charter to conform with the outline proposed by the International Advertising Association. The officers continuing under the new charter, are:

Harry T. Bussman, president; Douglas V. Martin, first vice-president; William Johnson, second vice-president; J. L. Isaacs, third vice-president; Hubert J. Eschele, secretary, and Frank Fuchs, treasurer.

* * *

Doctor Leads Discussion on Medical Advertising

Dr. J. F. Griggs led a discussion, before a recent meeting of the Advertising Club of Tacoma, Wash., on the ethics of advertising by a doctor. He pointed out that banks now regarded it as ethical to advertise and wondered if doctors would not soon follow suit.

* * *

Edward N. Nathan Agency Opens Portland Office

The Edward N. Nathan Advertising Agency, Los Angeles, has opened an office at Portland, Oreg. The new office will be in charge of Arthur Poolton, formerly with the foreign advertising department of the Seattle Times.

National Advertisers Appoint Program Committee

"Modern Trends in Marketing" will be the keynote subject of the program of the annual meeting of the Association of National Advertisers, Inc., to be held at the Hotel Roosevelt, New York, on October 31, and November 1 and 2.

The following program committee has been appointed by S. E. Conybeare, president of the association: Chairman, Merle Banker Bates, Life Savers, Inc.; Leo H. Bristol, Bristol Myers Company; S. Bayard Colgate, Colgate & Company; W. S. Lockwood, Johns-Manville Corporation; Carl J. Schumann, Hilo Varnish Corporation; Aldrich Taylor, Pacific Mills, and P. L. Thomson, Western Electric Company.

To Raise Fund for Advertising Louisville

During the week of September 26 a campaign will be conducted for the purpose of raising an advertising fund to advertise Louisville, Ky. The goal is set for \$450,000.

The movement is sponsored by a group of business men who have organized Advertising Louisville, Incorporated, for this purpose. The money is to be raised by voluntary subscription and the fund is to be expended over a period of three years. The advertising will appear over the signature of the Louisville Industrial Foundation.

W. E. Simler, Vice-President, Andrew Cone Agency

W. E. Simler, recently merchandising counsel for James F. Newcomb & Company, New York, has been appointed vice-president of the Andrew Cone General Advertising Agency, New York. He was, at one time, vice-president of Philip Kobbe, Inc., New York.

W. R. Cross Advanced by Wales Agency

W. Rich Cross, who has been representing the Wales Advertising Company, New York, in the Central New York district, has been made an account executive. He will make his headquarters at the New York office.

T. R. Jones Heads New Advertising Business

Thomas R. Jones, formerly with the Atlanta Journal and Constitution, has organized a new advertising business under his own name at Savannah, Ga.

Joins W. A. Sheaffer Pen Company

T. Sloat, formerly with the Fort Madison, Iowa, Democrat, has joined the advertising staff of the W. A. Sheaffer Pen Company, Fort Madison.

Number of Readers Reached per Dollar Spent for Advertising

(Figured on a Page Rate Basis)



SMART SET 462

Average for three leading monthly general magazines	388
--	-----

Average for four leading weekly magazines	320
--	-----

Average for six leading women's magazines	279
--	-----

Source: Current rate cards and Standard Rate & Data Service

SMART SET

R. E. BERLIN, *Business Manager*

119 West 40th Street, New York

Chicago Adv. Office, 360 N. Michigan Ave.

Reaching 462 Readers for One Dollar



AN exceptionally low rate, as shown by the figures on the opposite page, is one reason why so many advertisers have found that SMART SET produces sales at the lowest cost.

Another reason — SMART SET reaches the younger buying element, many of whom are just establishing their own homes.

Thus, SMART SET, published "for the 4,000,000 not the 400," reaches this younger buying element, when they are for the first time ready to buy many new products—a youthful market, buyers of everything from table silver to kitchen cabinets, from toothpaste to automobiles.



12 POINTS OF DISTINCTION IN THE
ATLANTIC MONTHLY

NEWS TODAY— HISTORY TOMORROW!

Swiftly moving days these,
yet the record is written as
we run, forming the cur-
rent history of contempo-
rary times reflected each
month in

VI

THE
ATLANTIC

This magazine mirrors
those important events
and their human reactions
which have an influential
bearing on American
progress.

PROGRESSIVE
READERS

PROGRESSIVE
ADVERTISERS

PROGRESSIVE CIRCULATION

Buy on a Rising Tide!

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington Street

Boston, Mass.

Rates based on net paid circulation of 110,000
(ABC) but include a very substantial bonus.

SEPTEMBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES (Exclusive of publishers' own advertising)

STANDARD SIZE

	Pages	Lines
Harper's Magazine	105	23,548
World's Work	102	23,083
Atlantic Monthly	99	22,351
Review of Reviews	92	20,625
Scribner's	75	16,804
Golden Book	49	11,180
American Mercury	46	10,353
The Forum	37	8,316
Munsey's	21	4,869
Current History	20	4,480
Bookman	19	4,341
Street & Smith Comb.	18	4,184
Wide World	15	3,409
Everybody's	14	3,257
Century	10	2,240
Blue Book	9	2,113

FLAT SIZE

	Pages	Lines
American	101	43,568
Cosmopolitan	76	32,623
Red Book	64	27,869
True Story	49	21,134
Photoplay	47	20,306
Physical Culture	45	19,510
Better Homes & Gardens ..	41	18,710
Dream World	40	17,547
American Boy	25	17,100
True Detective Mysteries ..	39	17,079
True Romances	39	17,070
Motion Picture Magazine ..	35	15,066
Elks Magazine	32	14,630
Sunset	32	13,968
Smart Set	30	13,143
Asia	28	12,096
Boys' Life	17	11,747
Shrine Magazine	26	11,215
Secrets	25	11,078
Fawcett's	25	10,910
American Legion Monthly ..	18	8,079
The Open Road for Boys ..	16	7,060
Picture Play	16	6,958
Film Fun	14	6,158
Success Magazine	12	5,280
St. Nicholas	6	2,574

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues)	251	158,707
Ladies' Home Journal	139	95,077
Harper's Bazar	112	75,369
Good Housekeeping	156	67,070
Woman's Home Companion ..	79	53,720
Pictorial Review	61	41,480
McCall's	56	38,318

Clipping Coupons

FORBES readers
clip coupons.

Sure, but we
refer to the
coupons of the
advertisements of
office equipment,
building material,
railroads, machinery,
engineering, distri-
bution, and economic
services using space
in FORBES.

An interesting
exhibit of various
types of coupons
used sent on
request.

Write for
"Clipping Coupons."

Walter Drey.

FORBES
120 Fifth Ave., New York



Just Good Business Sense

and nothing else should suggest to you that our 14,486 (A. B. C. June 30) wealthy readers are entitled to serious consideration on your part.

C. The class of sportsmen who look to YACHTING for unbiased information relating to power and sail yachts read the magazine from cover to cover and many letters from our advertisers express the value of YACHTING as an advertising medium.

C. YACHTING is growing in circulation and volume of advertising. The country has never been so interested in yachting as a means of clean, exciting sport.

C. YACHTING is fully entitled to your most serious consideration.

(Member of A. B. C.)

Yachting

"The Quality Magazine
of the Boating Field."

25 West 43rd St., New York City

	Pages	Lines
Delineator	49	33,890
Holland's	35	26,533
Modern Priscilla	28	19,613
Farmer's Wife	24	16,984
Woman's World	19	13,231
People's Home Journal	17	11,575
Needlecraft	16	11,050
Child Life	25	10,982
Junior Home Magazine	15	10,192
Household Magazine	12	9,160
Fashionable Dress	13	8,932
People's Popular Monthly	12	8,748
American Girl	16	7,013
Children	14	6,273
Today's Housewife & Woman & Home	8	5,628
Messenger of Sacred Heart	13	3,027

GENERAL AND CLASS

	Pages	Lines
House & Garden	174	110,351
Town & Country (2 is.)	110	74,315
Country Life	98	65,956
Arts & Decoration	88	59,220
Vanity Fair	90	57,120
House Beautiful	83	52,456
Nation's Business	84	37,236
Magazine of Business	71	30,481
Popular Mechanics	135	30,300
Normal Instructor	41	27,963
Garden & Home Builder	44	27,412
Popular Science Monthly	56	24,283
Field & Stream	52	22,295
World Traveler	43	19,671
Outdoor Life & Recreation	42	18,046
Radio	37	16,380
Radio News	32	14,113
Popular Radio	31	13,371
National Sportsman	31	13,298
Science & Invention	30	13,275
Radio Broadcast	26	11,466
Theatre	18	11,444
Field Illustrated	16	10,848
Extension Magazine	15	10,487
International Studio	15	10,388
Business	23	9,999
Scientific American	21	9,624
Association Men	17	7,420
Forest & Stream	14	6,020
The Rotarian	9	3,861
Nature Magazine	7	3,131

CANADIAN MAGAZINES

	Pages	Lines
Maclean's (2 Aug. issues)	57	40,159
Can. Homes & Gard. (Aug.)	57	40,071
West. Home Month. (Aug.)	49	35,425
Can. Home Journal (Aug.)	30	21,116
Rod & Gun in Canada	26	11,357

AUGUST WEEKLIES

	Pages	Lines
August 1-7		
Saturday Evening Post	90	61,836
Liberty	28	18,626



Publishers!

WE know how fast your money goes out . . . but how fast does it come in?

In other lines of business folks are complaining about tough credit . . . collections are rotten.

One-way pockets are all too common, and the variety of pocket fringed with fish hooks seems to be in the ascendency.

How is your newsstand money coming in?

When you do your billing you find that within the next nine months possibly three quarters of your numerous accounts are straightened out. And during this long period you have been paying bookkeepers and accountants to tell you how much you still have to collect. And when they do tell you then you have something to worry about. Why do it?

The **EASTERN DISTRIBUTING CORPORATION** simplifies the whole system for you. You only open one account on your books and you credit only one check to that account. And that check may represent the combined net shipments to 50,000 newsstands. Furthermore, you receive that check on time.

In addition, **EASTERN DISTRIBUTING CORPORATION** (1) distributes (2) counts returns (3) regulates orders (4) bills (5) **COLLECTS** (6) supplies circulation data (7) gets front row display (8) stimulates the sale of magazines generally.

If you are interested, write for further data.

Eastern Distributing Corporation

45 West 45th St.
New York City



Telephone:
Bryant 1444

	Pages	Lines		Pages	Lines
Literary Digest	33	15,300	Christian Herald	2	1,696
New Yorker	34	14,909	The Nation	3	1,528
Forbes (Semi-Mo.)	28	12,926	New Republic	2	1,287
Collier's	10	7,311	Outlook	2	1,203
American Weekly	3	7,112	Argosy-All-Story	3	852
Life	12	5,297			
Time	12	5,279	August 29-31	Pages	Lines
Christian Herald	5	3,502	Time	8	3,444
Argosy-All-Story	13	2,923	The Nation	3	1,357
Judge	5	1,994	Outlook	1	716
Churchman	4	1,736	New Republic	1	643
Outlook	3	1,464			
The Nation	3	1,260	Totals for August	Pages	Lines
Youth's Companion	1	1,190	Saturday Evening Post	379	258,045
New Republic	1	858	Liberty	123	79,830
			New Yorker	141	60,757
August 8-14	Pages	Lines	Literary Digest	115	52,860
Saturday Evening Post	94	64,366	Collier's	50	34,540
Liberty	32	21,020	Time	71	29,973
New Yorker	36	15,545	Forbes (Semi-Mo.)	63	28,920
Literary Digest	24	11,099	American Weekly	12	24,149
Collier's	12	8,650	Life	36	16,236
Time	16	6,830	Christian Herald	14	9,944
American Weekly	2	5,219	The Nation	18	7,925
Life	9	4,097	Judge	18	7,747
Christian Herald	4	2,909	Outlook	13	6,774
Judge	6	2,587	Churchman	15	6,423
Youth's Companion	2	1,893	New Republic	13	5,791
The Nation	4	1,890	Argosy-All-Story	22	5,065
Outlook	3	1,556	Youth's Companion*	6	4,579
Churchman	3	1,507			
Argosy-All-Story	4	872			
New Republic	1	858			
August 15-21	Pages	Lines			
Saturday Evening Post	94	64,455			
Liberty	35	22,749			
New Yorker	38	16,610			
Forbes (Semi-Mo.)	35	15,994			
Literary Digest	24	11,074			
Collier's	12	8,536			
American Weekly	3	6,774			
Time	14	5,880			
Life	9	3,978			
New Republic	4	2,145			
The Nation	4	1,890			
Christian Herald	2	1,837			
Outlook	4	1,835			
Youth's Companion	2	1,496			
Judge	3	1,351			
Churchman	2	1,126			
Argosy-All-Story	1	418			
August 22-28	Pages	Lines			
Saturday Evening Post	99	67,388			
Liberty	27	17,435			
Literary Digest	33	15,387			
New Yorker	31	13,693			
Collier's	14	10,043			
Time	20	8,540			
American Weekly	2	5,044			
Life	6	2,864			
Churchman	4	2,054			
Judge	4	1,815			

*Three issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATION

	Pages	Lines
1 Vogue (2 issues)	251	158,707
2 House & Garden	174	110,351
3 Ladies' Home Journal	139	95,077
4 Harper's Bazar	112	75,369
5 Town & Country (2 is.)	110	74,315
6 Good Housekeeping	156	67,070
7 Country Life	98	65,956
8 Arts & Decoration	88	59,220
9 Vanity Fair	90	57,120
10 Woman's Home Comp.	79	53,720
11 House Beautiful	83	52,456
12 American	101	43,568
13 Pictorial Review	61	41,480
14 Maclean's (2 Aug. is.)	57	40,159
15 Can. Homes & Gar. (Aug.)	63	40,071
16 McCall's	56	38,318
17 Nation's Business	84	37,236
18 West. Home Mo. (Aug.)	49	35,425
19 Delineator	49	33,890
20 Cosmopolitan	76	32,623
21 Mag. of Business	71	30,481
22 Popular Mechanics	135	30,300
23 Normal Instructor	41	27,963
24 Red Book	64	27,869
25 Garden & Home Builder	44	27,412

FOUR-YEAR RECORD OF SEPTEMBER ADVERTISING

GENERAL MAGAZINES

	1927	1926	1925	1924	Total's
	Lines	Lines	Lines	Lines	Lines
American	43,568	42,328	42,935	43,433	172,264
Maclean's (2 Aug. issues).....	40,159	46,553	37,890	37,474	162,076
Cosmopolitan	†32,623	†31,630	†29,982	24,432	118,667
Red Book	27,869	29,649	25,527	25,005	108,050
Physical Culture	19,510	23,776	25,807	24,911	94,004
Review of Reviews	20,625	21,458	22,309	21,340	85,732
Atlantic Monthly	22,351	22,212	21,627	16,598	82,788
Harper's Magazine	23,548	21,611	22,321	14,892	82,372
World's Work	23,083	19,180	19,680	17,248	79,191
Photoplay	20,306	20,564	16,166	20,136	77,172
American Boy	*17,100	*17,430	*14,945	13,200	62,675
Scribner's	16,804	15,735	14,315	11,993	58,847
Sunset	13,968	15,075	14,636	11,164	54,843
Motion Picture Magazine	15,066	12,728	12,682	13,066	53,542
Better Homes & Garden	18,710	16,523	11,778	5,841	52,852
Boys' Life	11,747	14,851	11,154	9,581	47,333
Success Magazine	5,280	7,231	9,463	9,309	31,283
Century	2,240	2,576	4,928	8,687	18,431
Munsey's	4,864	4,352	4,564	3,766	17,546
Everybody's	3,257	3,046	4,607	3,994	14,974
St. Nicholas	*2,523	*5,005	3,192	2,912	13,632

* New size.

† Hearst's International combined with Cosmopolitan.

WOMEN'S MAGAZINES

	1927	1926	1925	1924	Total's
Vogue (2 issues)	158,707	141,444	143,179	112,013	555,343
Ladies' Home Journal	95,077	91,868	90,400	84,061	361,406
Harper's Bazar	75,369	69,496	63,742	55,930	264,537
Good Housekeeping	67,070	71,500	62,785	57,888	259,243
Woman's Home Companion ..	53,720	51,356	47,074	38,408	190,558
Pictorial Review	*41,480	*42,956	*37,960	37,852	160,248
McCall's	38,318	32,306	31,231	31,336	133,191
Delineator	†33,890	18,291	22,711	20,772	95,664
Modern Priscilla	19,613	20,159	21,125	17,510	78,407
People's Home Journal	11,575	11,844	17,964	16,193	57,576
Woman's World	13,231	11,200	15,673	12,810	52,914
Needlecraft	11,050	9,351	12,986	11,502	44,889
People's Popular Monthly	*8,748	*10,934	12,601	11,006	43,289

* New size.

† Designer combined with Delineator.

CLASS MAGAZINES

	1927	1926	1925	1924	Total's
House & Garden	110,351	106,726	88,122	73,002	378,201
Town & Country (2 issues) ..	74,315	76,751	72,918	49,721	273,705
Country Life	165,956	163,046	163,724	64,512	557,238
House Beautiful	152,561	159,412	150,620	39,498	502,091
Vanity Fair	57,120	61,639	49,215	33,888	201,862
Arts & Decorations	59,220	45,560	34,892	28,481	167,953
† Magazine of Business	30,481	34,367	28,457	35,690	128,995
Nation's Business	37,236	31,022	26,648	23,216	118,122
Popular Mechanics	30,300	30,376	26,600	29,539	116,815
Garden & Home Builder	27,412	31,589	25,270	18,668	102,939
Popular Science Monthly	24,283	25,597	22,648	25,646	98,174
Field & Stream	22,365	25,296	22,971	22,654	93,286
Outdoor Life & Recreation....	18,046	13,472	11,739	14,020	57,277
Science & Invention	13,275	14,956	10,926	15,173	54,330
Scientific American	*9,624	12,694	12,908	17,655	52,881
International Studio	10,388	13,639	10,460	13,711	48,198
National Sportsman	13,298	9,839	11,438	13,333	47,908
Business	9,999	13,274	11,644	10,967	45,884
Theatre	11,444	10,668	10,774	12,432	45,318
Forest & Stream	5,972	6,917	7,138	10,263	30,290

* New size.

† Changed to four-column page.

‡ Formerly System.

WEEKLIES (4 August Issues)

	1927	1926	1925	1924	Total's
Saturday Evening Post	258,045	267,151	229,344	249,139	1,067,769
Literary Digest	52,860	55,611	52,386	49,851	210,708
American Weekly	24,149	238,443	227,077	243,506	133,175
Collier's	34,540	36,371	331,364	224,772	127,047
Forbes (2 issues)	28,920	28,056	27,492	14,955	99,423
Life	16,236	19,166	14,690	13,890	63,982
Christian Herald	9,944	12,528	117,892	114,892	54,844
Outlook	16,774	10,414	12,530	11,446	41,164

§ 5 issues.

Grand Totals



The Smith Brothers start out for vengeance

—from the issue of September 3rd

The **NEW YORKER**

25 West 45th Street, New York

The Little Schoolmaster's Classroom

A RECENTLY quoted experience of Elon G. Pratt, general manager of the Smokador Manufacturing Company, in trying to find his own product in a department store, opens a line of thought of interest to manufacturers as a whole. Mr. Pratt said he was misdirected by various employees to three departments in one store.

"I think it was only because I knew where Smokadors were sold in the store that I finally succeeded in getting to the right department," he says.

Think then how hard it must be for the average consumer at times to find the right section in which to buy your goods!

The Schoolmaster has had some little experience in New York, and his friends have visited department stores in various parts of the country. From these joint observations it seems to the Schoolmaster that stores could sell more goods if each store would have prominently displayed a list of merchandise by departments. Mr. Pratt, from his experience, thinks they would.

It is amazing how few stores have a classified list of goods hanging even at the elevators. Even such a fine store as Stern's, according to a friend of the Schoolmaster, does not list its "Gift and Art Section" on the elevator information boards!

It is said by some who have traveled considerably that Macy's "Information" booths on the main floor of the store are the best in the country, because the consumer can learn quickly and accurately at them where any desired article of merchandise is to be found.

Now the Schoolmaster's thought is this. Because the lack of adequate listings seems to be widespread and because such lack is bound to reflect somewhat on the manufacturer's sales, it might be a good thing for manufacturers who sell to department stores to have their salesmen look over the information boards in the stores they call on—to check up on

whether their own product is listed.

If it is, fine. If it is not, the salesman could very easily mention the omission to the department buyer, point out that the omission often may mean inconvenience to store patrons who would also buy other things in that department, and so get action from the store.

There is no doubt in the Schoolmaster's mind that most stores—having probably overlooked the point in the press of other detail—would be only too glad to learn how to make it easier for customers to find desired merchandise and proper sections.

* * *

Guy Hutchinson, executive vice-president of the Hoffman Specialty Company, told the Schoolmaster the other day of the interesting way in which his company first encourages dealer interest in the company's valve products and then ties the dealer up with Hoffman newspaper advertising.

"This year we will send out invitations from New York—as a concrete example of what will happen all over the country—to all heating and plumbing contractors, invitations to attend a presentation of the 'stupendous photo-drama' called 'Heat Thief,' with Ann Pennington in the leading role. Invitations will go out on September 15 and the New York showing of the picture will be on an October night, in the ballroom of one of the large hotels.

"The film, to provide special interest, will feature the widely known actress, and to promote the sale of our product it will show in animated cartoon form what happens inside a heating plant and how Hoffman valves play their part.

"To arouse the curiosity of our dealers, we are sending out with the invitations a broadside whose inside spread has all the forceful exaggeration of the usual movie blurb. 'For the first time in history! See this amazing picturization of the "Battle of Steam and Air." "Heat Thief" is an amaz-

Sept. 8, 1927

PRINTERS' INK

225



"The Real Christmas Spirit"

Where will you find it more clearly defined or better expressed than in the strenuous life of the average boy? Christmas is the boys' biggest season, the time of year when parents' ears are especially alert. They are at wits' end what to buy for their boy until some chance remark or expression of enthusiasm show the way to his real desires.

BOYS' LIFE reaches that vast army of over half a million Boy Scouts, real boys in every way, with likes and dislikes, desires and yearnings just as strong as yours or mine. And they are largely influenced by the things they see advertised in BOYS' LIFE, their own magazine.

Your advertisement in BOYS' LIFE will reach the champion exponents of the Christmas spirit—the real, wide-awake, active, out-door boys in their teens. Use the November and December issues, closing September 20th and October 20th. On sale about the 22nd of each preceding month.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

37 So. Wabash Avenue
Chicago, Ill.

200 Fifth Avenue
New York City

Lincoln Building
Los Angeles, Cal.

ing photo drama. It portrays the daily winter fight of steam and air in a one-pipe system. You will see (dramatically illustrated) exactly what takes place in a steam heating system when ordinary air valves are used—and when the system has been "vacuumized" by the use of Hoffman No. 2 Vacuum Valves. Don't miss this picture!

"In about nine cities we will follow this entertainment with a local newspaper campaign, the first piece of which will be a page advertisement that will list all dealers in the district who take an initial order for a dozen of the valves. This full page will run at no cost to the dealer.

"The thought behind the plan is that because the heating and plumbing contractor is the village doctor for furnaces and heating systems, his good-will for our product is worth the effort to show him entertainingly what our product will do. The listing of his name on a page advertisement if he takes an initial order assures us that the advertisement will focus local attention and also shows the

dealer that we are co-operating to let his prospects know he carries our product and is equipped to help home owners."

* * *

While touring leisurely through the Green Mountains, a sign advertising a tavern kept looming before the Schoolmaster's eyes. The sign was a work of art. Lunch time was drawing near and due to the attractiveness of the sign, the Schoolmaster's party decided the tavern it advertised would be a pleasant spot for the noonday meal.

At length "the promised land" appeared. It was nothing more than a mediocre farmhouse. The disillusionment was so abrupt that the party drove on.

Had the sign not been so attractive, the tavern might have received their patronage. However, too much was expected, and consequently, what was really a moderately attractive place failed to make a strong enough appeal.

In this case the advertisement was a signboard and the product a tavern but the incident serves to

A Real Opportunity for a Real Salesman of *Direct Advertising*

THE organization—a well balanced, forward looking, intelligently and progressively directed New York City printing organization of well established name and reputation.

1. The product—direct advertising, intelligently planned from the point of view of the advertiser's needs.

2. The man—must be of a calibre to fit the above organization and product. In his contacts he will convince largely by his knowledge of marketing and advertising. We are interested neither in the transient nor in the man who values mere permanence above income. We want the man who assures his permanence by making his income approximate his ambition. An interview will be arranged on receipt of a letter of full information. The letter will be considered entirely private.

A Real man secured a real position from this advertisement in *Printers' Ink*, August 11th. Its "repeat" means there is one more such position.

"Opportunity"
Box 101, *Printers' Ink*

ANNOUNCING
A Change of Address

ON AND AFTER September
1st the Philadelphia offices of
The Aitkin-Kynett Company
will be located on the thirteenth
floor of the new Guarantee
Trust Building at
1420 Walnut
Street.



The AITKIN-KYNETT Co.
Advertising

1420 WALNUT STREET
PHILADELPHIA



730 FIFTH AVENUE
NEW YORK CITY

THE Kemper-Thomas Company, Manufacturers of the Barker Patented Weatherproof signs, desires the services of experienced sign salesmen. Splendid opportunity and immediate work for the man who can qualify. Apply, giving reference, at once to **BARKER SIGN DEPARTMENT, KEMPER-THOMAS COMPANY, STATION "H," CINCINNATI, OHIO.**

Advertising Manager of Leading Magazine

with thorough training and wide experience in publishing business journals.

Open within 30 days for new connection as manager or New York salesman.

Good copy writer. Acquainted with agencies.

Special experience in development of publications.

A Bargain at \$7500

Address "L," Box 249, Printers' Ink

Golfdom

THE BUSINESS JOURNAL OF GOLF
100% controlled circulation each month to the President, Manager, Greenkeeper, Greenhouseman, Greenkeeper and Pro of the 5,000 clubs where golf is played in America.
236 N. CLARK ST., CHICAGO

Photostats

of any subject -
By Photographers

Fast Messenger Service

PACH BROS.

82 West 44th Street, New York, N. Y.



bring out a worth-while point. Advertising copy should not create a standard for the product that it cannot reach. Either the product must be improved or the advertising must be less effusive. In other words, "thin out the banana oil."

* * *

It is always important to follow closely the work of missionary salesmen. Besides the actual orders they gather they generally leave many prospects that could not be closed for one reason or another or could not be called on a second time. Factory and service representatives likewise often bring in orders and develop prospects. A systematic way of keeping a record of these prospects is very desirable.

C. H. Bauer, of the L. H. Gilmer Co., belting manufacturer, tells the Schoolmaster of a plan he is finding effective.

The Gilmer factory man, says Mr. Bauer, carries a pad of printed slips, five by three inches in size, padded in triplicate. When he lines up a prospect for the company's main item, the Gilmer Fan Belt Cabinet, he makes out a set of these slips, the original for the jobber, the duplicate for the home office and the triplicate for the district manager. The printed form of the slip reads as follows:

Prospect's Name
Address

The above named was interviewed by a Gilmer factory man on
At that time it appeared that he would be in the market for a Gilmer No.
Fan Belt Cabinet on or about

We are passing this reminder on to you now so that your salesman can use the information on next call.

Packed in each fan belt cabinet when it is shipped from the factory to the dealer is a Government postal card which the dealer is requested to sign and mail upon receiving and unpacking his cabinet. The postal card is addressed to the home office of the company. It bears the following printed form:

Gentlemen:

We have purchased a No.
Gilmer Cabinet Assortment of Gilmer Super-Service Fan Belts from
(Jobber's Name) and wish to have our name put on your mailing list to receive catalogs and advertising matter as issued.

We are looking for a good mechanical Production man

—who has set type—knows the way it is done—and whose knowledge of type faces and sense of design enables him to turn out more than a commonplace job.

—who has bought paper—understands the different kinds—and is able to use judgment in specifying it for distinguished yet economical results.

—who can apply a thorough knowledge of engraving methods to get all the snap and life possible into illustrations for advertisements, booklets and other printed matter.

In short, we want a man who has actually spent some time in the various departments of the printing and allied industries—and who has sufficient technical knowledge to tell the printer, the engraver, and the electrotypist, when necessary, what to do to get the best results.

—he knows how to meet people and make them his friends—no doubt he's college trained. Broad-minded, of course, but he can focus his attention on the little details, too. He's eager for action and he wants to get ahead, in a big way—and he will!

If you are the man, or know of him, we offer a very good job with a friendly group of people. The business is well established and growing fast; the location, a night's ride from New York.

Please tell us the things about yourself you would want to know if you were trying to select such a man. Address, "T.," Box 106, care Printers' Ink.

SALESMEN Field Managers

\$10,000 to \$20,000

Exceptional opportunity for the really big-time salesman who can do big things and show others how.

With advertising service company of national scope, leader in its field.

Unless you have sold big, difficult propositions and met with unusual success and are of good character, habits, and in your prime, don't apply.

Write, giving complete information, or call in person.

ARTFILM STUDIOS, INC.
1222 Ontario Street
Cleveland, Ohio

For a Publisher, Agency or Service

Resourceful, intelligent executive, experienced in advertising and publication work, now connected, seeks a permanently satisfactory affiliation.

Thoroughly educated in marketing essentials, can plan and execute promotional campaigns and is a prestige-building salesman.

Seeking connection with a publication, agency or service where selling is on facts rather than "blue sky." Age 36. Married. Minimum to start, \$8,500.

Address "R," Box 105, P. I.

LAYOUT MAN WANTED

25 to 30 years, who can think and has thorough agency experience. New York. Salary—up to \$7,000. Address "M," Box 102, Printers' Ink.

That the dealer shall not fail to mail the postal card, there is printed, in red, in the lower left-hand corner, "No notices of changes in group listings or catalog supplements can be sent to you unless this card is returned at once." As the cards are received at the company's home office they are checked against the duplicate slips previously sent in by the factory man and then the dealer's name is put upon the regular stencil mailing list.

* * *

G. E. Crandell, vice-president in charge of sales for Montgomery Ward & Company, informs the Schoolmaster that the new fall and winter catalog of his organization extends the time payment or instalment plan to a considerable number of commodities that heretofore have been sold for cash in advance. The list includes radio sets, rugs, watches, furniture, electrical appliances, farm implements and automotive equipment articles.

Only a part of the issue had been mailed when an unprecedented volume of orders began pouring in. Especially was this true in the case of high-class radio sets.

This result, together with observations made during the last two or three years, convinces Montgomery Ward that hardly any class of merchandise is too exclusive or high priced to sell in volume if deferred payment plans are offered. There has been a great deal of argument as to whether this kind of selling is a good thing for the country and for business. The Schoolmaster, recognizing that there is plenty of good logic on both sides, is disposed at present to let the members of the Class fight it out among themselves. It does seem, though, that when conservative organizations such as the great mail-order houses go to such an extent in catering to instalment business it cannot be the dangerous thing some people imagine it is.

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Wanted—A Salesman of Good Printing

The man who associates with us will be an advanced salesman with a rather comprehensive knowledge of good printing, paper and type. He will be able to meet—in fact will have a following among—buyers of good printing on a basis of complete understanding and co-operation in working out their problems. The New York City company interested in this man is of definitely recognized standing—geared to produce fine printing—and seeking an association only with the permanent type of salesman. Address in detail and in confidence.

A Real man secured a real position from this Printers' Ink advertisement, August 11th. Its "repeat" means there is one more such position.

X Y Z, Box 100
Printers' Ink

Advertising Agency Wanted

A national organization desires to take over a going agency that has specialized in:

Market Surveys
Analysis of Products
Sales Planning
Manufacturers' Accounts

The interested agency need not be a very large one, but of the highest standing nevertheless.

Opportunity will be provided for continuity of the present personnel.

Please give the history of your business, and the experience of its directive heads.

Address "N.," Box 103, care of Printers' Ink.

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Advertising Salesman, with successful experience in building up new or run-down publications, will buy part or entire interest in established trade paper. Box 640, Printers' Ink.

WELL-ESTABLISHED MANUFACTURER with national sales force has several dull months of selling. Could easily handle one other line. Write Box 648, Printers' Ink.

I am interested in any sort of remunerative advertising proposition on either commission or partnership basis. Ten years editorial and advertising experience, age 35. Box 631, Printers' Ink.

Agency of Standing

Wanted to co-operate with established free lance in handling large national accounts. Box 635, Printers' Ink.

Save you money on publications. Printer producing eight monthlies can take more. High-class work; individual service; only 2 hours from New York; messenger. Stryker Press, Washington, N. J.

FOR SALE

at a great sacrifice three Hooven Automatic Typewriters with perforator, all good as new. W. L. EVANS, Washington, Indiana.

FOR SALE

AT 50% DISCOUNT

A Do-More Automatic Process Embosser, complete with motor and oven. One year old. Perfect condition. Box 625, P. I.

CARD FILING UNIT

Art Metal filing desk; capacity about 8000. Ideal subscription record file for trade publication. Too small for present owner. Excellent condition; big reduction; make offer. Call Miss O'Connor, VANDERBILT 8840, or write Box 650, P. I.

PACIFIC COAST REPRESENTATION

Publishers desiring aggressive salesmanship, on exclusive territorial straight commission basis, by active representative with ten years' experience, are invited to write to Box 643, Printers' Ink.

Will Represent in New York—Eastern Territory trade or class journal. For 8 years confined efforts to one ABC and ABP medium. Will now consider one other high type proposition. Advertiser has 25 years newspaper and journal advertising and editorial experience. Maintains experienced staff. Good Address. Box 646, Printers' Ink.

HELP WANTED

Wanted—Experienced advertising salesman for feature issues of established business magazine. Call on Mr. St. Jean at Suite 302, No. 1819 Broadway, after five P. M.

Wanted—Experienced advertising salesman for construction magazine. Engineering & Contracting, Eastern territory. 415 Lexington Avenue, New York City, 221 E. 20th Street, Chicago.

Philadelphia Preferred—Advertising manager desires position in Phila. on national or local account. 20 years' advertising and sales experience. Will consider district sales representation. Box 637, P. I.

COPYWRITER—Experienced on products sold through drug stores. Only man who has worked on big, successful accounts, wanted. No beginner. State age, experience and salary. Big opportunity for right man. Box 645, P. I.

Photo Engraving Salesman, preferably one acquainted with selling conditions in middle east. Position is in Detroit with a high grade house, covering engraving, artwork, and photography. Sell yourself in first letter. Box 628, Printers' Ink.

Managing editor, New York trade journal, leader in its field. Unusual opportunity for educated sincere worker. Gentle, who can deliver. Knowledge of drug business desirable. State qualifications and experience fully. Letter will be considered confidential. Send photograph, which will be returned. Box 629, P. I.

Advertising—Sales Manager—Open for position at once. Knows merchandising. Not a "high pressure" man—uses conservative business judgment based on proper analysis, then careful preparation and ability to carry through. Salary \$6,000 minimum. Box 636, Printers' Ink.

The Boston office of well-known firm of investment bankers, members of the New York Stock Exchange, wants a man to handle correspondence and all direct mail selling. If you can write interesting and convincing letters and have experience in selling by the written word, you need not necessarily have had either financial or direct mail experience. State salary required, age and religion. Box 642, Printers' Ink.

WANTED—AN EXCEPTIONAL GOOD SALESMAN—We are looking for an Advertising Salesman, for a good newspaper in a town of a half million population. Man must have exceptional sales ability. We will pay mighty good money to the right man. We are interested in only the very best. The man we want is probably now employed and making good, but desirous of earning more money than he can earn in his present position. Write—Box 623, Printers' Ink.

ACCOUNT EXECUTIVE

An organization marketing an advertising novelty with an unusual fast-selling angle, desires the services of a salesman who is accustomed to interviewing the executives of national advertisers and advertising agencies.

Commissions may aggregate between \$2,000 and \$5,000 on each sale.

This is not a get-rich-quick proposition. It is an opportunity for a salesman of high calibre to join a progressive organization.

Replies will be held in strictest confidence. Write Box 655, Printers' Ink.

MISCELLANEOUS**ARTIST OR WRITER**

Advertising Agency will rent room to artist or ad writer; unobstructed light and view; private entrance to hall; telephone switchboard; 42nd Street zone. Box 641, Printers' Ink.

A COMIC STRIP especially drawn for your magazine will brighten it wonderfully. Comic artist with 25 years' newspaper and magazine experience will prepare a snappy one at reasonable rates. Send copy of your house-organ and ask for terms. **WELLMAN**, Montvale, N. J.

POSITIONS WANTED**Adv. Writer**

10 years copy chief for big New York agencies. Box 652, Printers' Ink.

PART-TIME COPY AND LAYOUT work wanted. Young man, seven years' experience handling National accounts. Advertisements, Booklets, Catalogs. Reasonable rates. Samples. Box 649, P. I.

Advertising Illustrator with National campaign experience. Figures a specialty. Work in all mediums. Part time only. Box 651, P. I.

EDITOR—Young woman, college graduate on trade and technical paper handling news, editorial, book reviews. Experience in make-up, typing, stenography. Desires position wider in scope. Box 654, P. I.

Advertising Man Available

Terse, forceful writer. Original copy and layout ideas. Knows mechanics of advertising. Age, 36. Married, Protestant. Salary, \$4,200. Box 624, Printers' Ink.

Experienced, capable and energetic trade-paper advertising salesman and business executive located in Chicago desires definite territory or Western management position. Address Box 647, P. I.

ASSOCIATE EDITOR on important national magazine desires to make a change. Young man who knows how to write. Experienced in editing and reporting. Can handle make-up. Contacts among important people. University education. Box 653, P. I.

PRINTING AND PAPER MAKING MACHINERY DESIGNER open after September 1. Long, practical experience designing and perfecting such equipment with a number of years selling castings to the trade. Box 627, Printers' Ink.

Exceptionally Able woman, experienced in preparing salesmanship training courses. Invaluable to advertising agency rendering full service to clients, or to organization employing large sales force. Box 632, Printers' Ink.

Young Man, 22, Christian, seeks position offering opportunity to learn advertising. College graduate, ability to write well, willing to start at modest salary. New York City preferred but not essential. Anything with future. Box 626, Printers' Ink.

PUBLICATION

or publishing house, looking for skilled interviewer, experienced writer, able editor, can get in touch with woman of rare ability and training by addressing Box 633, Printers' Ink.

Free-lance General Advertising and Women's Fashion Artist of recognized ability would like to connect with Advertising Agency in same field. Work at nominal rate in exchange for desk space and co-operation. Samples Address Room 511—1269 Broadway, N. Y.

Copywriter—Available Nov. 1. Am turning out volumes of effective copy in substantial New York Industrial Agency. Desire to work on account requiring automotive knowledge. Can do intelligent contact work. Salary to start \$85.00. Christian, age 29, Box 644, P. I.

House Organ Editor—Is your house organ producing the results you want? Perhaps it needs an experienced editor who is skilled in sales promotion, salesman-training, and writing. Address 634, Printers' Ink.

Firms Unable to Employ Regular Advertising Manager can arrange for part-time service of nationally known advertising and publicity specialist on advantageous terms. Complete advertising plans and copy prepared. Particularly experienced in engineering and construction lines. Box 622, Printers' Ink.

EXECUTIVE TIMBER**for a Small Agency**

I can plan and write effective advertising, handle production detail, contact with clients, and know something of space buying and agency management. I want to connect with an agency serving a few small accounts well . . . and ambitious to extend its service. Anywhere in the East.

T, 69 West 94th St., New York, N. Y.

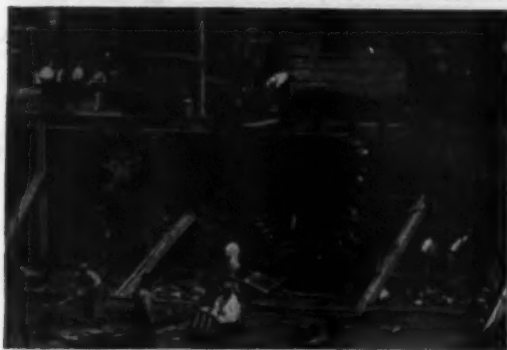
Assistant to Advertising Manager or Agency Connection

Young man, now and for four years past employed on prominent metropolitan daily. Has covered general, automobile and financial advertising. Some previous agency experience. Has contributed to business magazine. Two years college. Single. Desires position as assistant to advertising manager or developing connection with agency. Box 639, Printers' Ink.

Table of Contents

Is Industrial Buying Engineeringly Controlled? S. T. SCOFIELD, Advertising Manager, Fairbanks, Morse & Co.....	3
Slowing Down Sales to Increase Sales Volume.....	10
How "Betty Bright" Attained National Distribution C. S. PARKER, Vice-President, Parker-Regan Corporation.....	17
A Form of Co-operation That Defeats Itself BY A CHAIN STORE MANAGER.....	25
Adventures in Buying a Radio W. B. EDWARDS.....	33
Advertising or Salesmen—Which Is More Effective?.....	42
Shall We Charge for the "Reply-to-Inquiries" Booklet? NORMAN LEWIS, Vice-President, Chappelow Advertising Co.....	49
Numbers for Models Better Than Names, Says Victor ROY A. FORBES, Manager of Sales, Victor Talking Machine Co.....	60
Why Not Be Interesting Instead of Dominating? F. R. COUTANT.....	69
Why We Use Contests in Consumer Advertising E. R. RICKETTS, Vice-President, Cox Confectionery Company.....	77
Laying Down the Law to the Retail Price Cutter.....	80
Hoosy AMOS BRADBURY	89
Overcoming a Temporary Handicap with Newspaper Advertising ANDREW M. HOWE	97
That 1.24 Cents Paragraph May Be Worth a Dollar S. ROLAND HALL	100
Retail Advertising and the Manufacturer CHARLES NOBLE	106
When Is a Cigar Store Not a Cigar Store? ROBERT T. HANLEY	116
The Advertising Value of Anniversaries C. B. LARRABEE	124
Kilgen Turned to Advertising 285 Years after Its Founding.....	138
The Old World Puts Youth into Its Posters W. LIVINGSTON LARNED	145
Why Not Study the Case Impartially? DON GRIDLEY	157
Fewer Bad Debt Losses—Another By-Product of Advertising B. FRANK FOX, Credit Manager, Pond's Extract Company.....	160
Japanese Trade-Mark Pirates Walk the Plank	166
Yes—We Know Who Our Retailers Are J. K. MACNEILL, Sales Manager, Hewes & Potter, Inc.....	173
Direct-Mail Advertisers Plan Busy Convention Days	176
What Co-operative Consumer Societies Mean to Exporters.....	187
Editorials "Be Yourself" in Advertising—Competition and Common Sense— The Ballyhoo Anachronism—Expensive Ways of Securing Publicity.....	208
Summary of Advertising in Magazines for September.....	217
"Printers' Ink's" Four-Year Record of September Advertising.....	222
The Little Schoolmaster's Classroom	224

Detection of correctible fire hazards at the start may effect future saving in insurance costs. Ask your local Alliance Agent.



THE ALLIANCE INSURANCE COMPANY OF PHILADELPHIA
Sixteenth Street at the Parkway

ALLIANCE *Insurance*

THE Alliance is an insurance company with a definite advertising policy; which is consistently to feature the services of the Alliance Agent in obtaining adequate protection on the most economical basis.

In the furtherance of this policy, it has been our privilege to co-operate with the Alliance officials since the inauguration of Alliance advertising.

The
EUGENE McGUCKIN
Company

PHILADELPHIA

ADVERTISING

SUPREME IN CHICAGO
FIRST IN ADVERTISING—FIRST IN CIRCULATION

CHAIN DRUG STORES *and* CHAIN GROCERY STORES *find Tribune advertising profitable*

FIVE years ago C. R. Walgreen, then operating 22 drug stores in Chicago, tried newspaper advertising. He used 54,887 lines in four Chicago newspapers. Results prompted a quick change. By the end of 1926, The Tribune had run a total of 685,772 lines—118,253 more than all other newspapers combined. The number of stores had jumped to 75 and gross revenues increased from \$1,815,752 to \$11,896,986.

The Great Atlantic and Pacific Tea Company, operating 1400 grocery stores in Chicago, now use more advertising lineage in The Tribune than in any other Chicago newspaper. A test campaign in three publications showed that 69% of all customers responding answered through The Tribune.

Chain store advertising is directed almost entirely to women. Let the experience of these companies, whose merchandising judgment cannot be questioned, guide your selection of Chicago newspapers.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation 769,655 daily; 1,090,215 Sunday